Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

November 14, 1960
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THE NATIONAL NEWSPAPER OF MARKETING

Youngstown Sheet Sets $1,300,000 Ad Budget for '61

Steel Giant to Resume Product Ads in [illegible] Books After Media Study

[illegible]

Dodge Moves to Colgate from W&L

NEW YORK, Nov. 10—Sherwood Dodge has joined Colgate-Palmolive Co. as [illegible] [illegible]

[illegible]

'Consumer Orientation' Key to New Administration's Views on Marketing

Changes in Attitudes, Policy-Making Personnel, Laws (Maybe) Seen Ahead

By [illegible]
Washington Bureau

[illegible]

[illegible] ing to the power of such agencies as the Federal Trade Commission, the Food & Drug Administration and the anti-trust division of the Department of Justice.

In addition, the President-elect has talked several times about creating a special White House agency to speak for consumers in the interpretation of government policy and to represent consumers in administrative proceedings.

[illegible]

[illegible] Calls Soft Stroke Ad Fake, Disparaging

[illegible]

[illegible] of the superiority of [illegible] over other shaving [illegible] because of artifices—the degree the hand was cupped and the use of toothpaste mixed with the shave [illegible]

(Continued on Page 132)

General Mills Buys 880-Good National Serve Ad

[illegible]

Furniss Hit Westinghouse

[illegible]

Media Must Bar Questionable Ads, Reilstad Says

[illegible] Reilstad said he added that he planned to urge the Assn. of Better Business Bureaus to present awards to media for good advertising practices.

Last Minute News Flashes

[illegible]

Grove Fest [illegible] arke's New Assure Tablets

ST. LOUIS, [illegible]—Grove Laboratories is test marketing Assure, a new tablet [illegible] of menstrual pain. Grove would not reveal [illegible] but the product has been in test since mid-[illegible] [illegible]er ads are being used in Peoria, Ill. Gardner Advertising Co. is agency.

Additional News Flashes on Page 131

Oregon Voters Reject Outdoor Ad Proposal

Unions, Travel Interests, Admen Fought Politicos, Garden Clubs on Measure

PORTLAND, Ore., Nov. 10—Oregon voters rejected a proposed measure that would have practically eliminated outdoor advertising from major interstate highways.

The vote from 2,772 of 2,396 precincts was 431,318 against and 231,923 for an initiative petition calling for strict controls of outdoor ads. Opposition to the proposal was led by the outdoor industry, which claimed it would cost workers jobs and cause a loss of tax revenue.

Proponents of the measure, which was sponsored by the Oregon Roadside Council, a group of garden clubs, said they would seek to limit billboards in the state. Opponents said the measure was confusing and that it would have been difficult to enforce.

The measure would have banned all outdoor advertising except that which identified the business conducted on the premises where it was displayed. Also, the ban on advertising would not have applied:

- The initiative was supported by such groups as the state grange, Oregon State Motor Assn. and garden clubs, women's clubs, sportsmen's groups, and architects organizations. It was vigorously opposed by advertising groups, including the Oregon Advertising Club, Advertising Assn. of the West, and the Oregon Council of Outdoor Advertising, formed in June, 1959, by various outdoor advertising interests. In addition, the

(Continued on Page 3224)

AB-PT Appoints Delehanty for Three New Record Labels

... Cost Holds Its Circulation Level ...

... Eye Contact ...

TRUST SWANSON—Campbell Soup is planning its 30 million product ad 11 outdoor billboards on the Pacific Coast for the second year with new copy featuring the tv dinner package and the product itself. Last year's outdoor campaign was Swanson's first use of outdoor. Tatham-Laird is the agency.

Doner Succeeds Ver Standig on Wilkins Coffee

Driver to Special NBC-TV Inauguration Coverage Jan. 20

Highlights of This Week's Issue

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Ad Year Plans Told . . .

Prove Worth as Media, Fish Tells Small Newspapers

General Mills Exec Asks for Evidence That Values Offset High Cost

MINNEAPOLIS, Nov. 10—Weeklies and small dailies were challenged today to devise tests to demonstrate their effectiveness as vehicles for national advertising.

James S. Fish, vp of General Mills, told a diamond jubilee fall meeting of the National Editorial Assn. the tests would have to show advantage offsetting the far greater cost per 1,000 of reaching prospects (and through the media the NEA represents).

Mr. Fish said these tests also should show national advertising can be combined with local newspaper campaigns of national advertisers to the mutual benefit of both. He said the publication of sales figures by state and metropolitan areas would help in this regard.

James P. Dennis, vice president in charge of the Boston office of Batten, Barton, Durstine & Osborn, was elected president of the Boston Advertising Club. He succeeds Robert L. Foss, vice president and Boston manager of Ver Standig, Inc.

Fabers of Radford, chairman of the marketing committee of the Advertising Council, and Joseph P. Healy, vice president of Fitzgerald Advertising Agency, will be featured speakers at the 47th annual convention of the Pennsylvania Newspaper Publishers Assn. starting Nov. 14 in New Orleans. Page 47

Gotham-Hoffman and Rogers & Colling merge to form Gotham, Hoffman & Rogers, Inc. Page 3

Davis & Ling Co. of Detroit, a newly formed agency, will be the Sheraton-Cadillac Hotel in Detroit. Batten, Barton, Durstine & Osborn is the agency that will continue to be part of it.

- This is the second setback for Ver Standig in recent weeks. Last month his agency broke with Dart Drug, setting up its own drug chain here and is building a network of franchise coffee shops here in the country. Ver Standig

Patent Development/Quorum introduces a new trading stamp dispensing machine, which is expected to add to supermarkets much time and money and eliminate bottlenecks at checkout counters. Page 3

Six-Page Ad in 'Life' Spearheads Rexall Yule Drive

Los Angeles, Nov. 9—Spearheaded by a six-page four-color ad in the Nov. 14 Life featuring 26 items, Rexall Drug Co. will again hold a "Chris Jingle" Christmas promotion in its 10,000 member drug stores. The promotion was first used last year, when eight pages in This Week Magazine kicked it off.

Supporting advertising will include commercials on "National Velvet," NBC-TV, and distribution of several million circulars throughout the country.

■ [illegible]

YULE SPREAD—The first two of the six pages Rexall is running in the Nov. 14 Life. Marketers of the products shared costs with Rexall.

Kastor, Hilton Acquisition of Heineman, Kleinfeld Is 5th Since '57

'Something in Ad Business Requires Size,' Philosophizes Heineman

New York, Nov. 10—"The smaller agency business is a very unpromising affair. There's something going on in this business that requires size. I see very few examples to the contrary."

Thus Frederic Mott Heineman, who started in advertising with $200 in 1928, philosophized today about his decision to merge his present agency—Heineman, Kleinfeld, Shaw & Joseph—into one with an even longer name, Kastor, Hilton, Chesley, Clifford & Atherton, effective Dec. 1.

The Heineman agency, originally known as Franklin Bruck Advertising Corp. when it was founded in [illegible]

[illegible]

into our agency. We work on their business and they work on ours. Most of the mergers that fail do so because everybody continues to do the same things they were doing before, without getting the benefits of contact with each other." ■

Benton & Bowles Leaves $400,000 Red Cap Ale

New York, Nov. 9—Benton & Bowles and Carling Brewing Co., Cleveland, have agreed to end their relationship at the end of [illegible]

Election Motif Rampant in TV Voting Coverage

[illegible]

[illegible] Sale of [illegible] Started [illegible] Market

[illegible]

[illegible] Sale of [illegible] President of Agency

[illegible]

Crane [illegible] Contender [illegible]

[illegible]

■ One agency [illegible] estimates that Crane will spend $1,500,000 for advertising this year. Other sources have told AA, however, that the expenditures will run much closer to $500,000. ■

Arcair to Swink

Arcair Co., Lancaster, O., has appointed Howard Swink Advertising, Marion, O., its agency. Arcair makes metal cutting torches and electrodes. Harry M. Miller Inc., Columbus, was the previous agency.

[illegible] Cough Medicine Comes of Age; TV Ads Aim Arresting at Adult Market

[illegible]

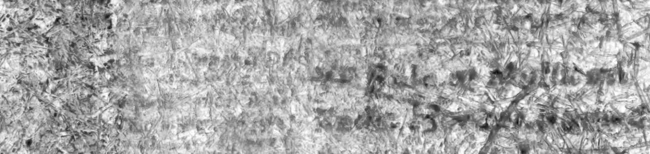
The new advertising theme will be along the lines of "More cough relief per spoonful than any leading advertised brand." This is a switch from the earlier theme—"Contains more safe cough relief than ever before possible without prescription." N. W. Ayer & Son handles the account.

■ The product was supposed to be repackaged in keeping with the new selling angle, but in at least one instance, advertising has been running ahead of repackaging. In Chicago, bottles were available this week in which a round sticker [illegible]

REM DRIVE INCLUDES THERMOMETER OFFER

[illegible], Nov. [illegible]—Rem cough medicine, made by Block Drug Co., has come up with a natural tie-in premium for cold sufferers. A fever thermometer, valued at $1.50, is being offered for 50¢ and a Rem box top.

In addition, Block said it plans the most extensive ad campaign in Rem's history to run through the cough and cold season, on network television in combination with spot tv, newspapers and radio. Rem's decongesting action will be stressed in this advertising. Lawrence C. Gumbinner Advertising is the Rem agency. ■



ST. LOUIS FIRST—The Prudential Savings & Loan Assn. has launched what it believes to be the first double-panel outdoor advertising campaign in the St. Louis area. The campaign will continue for 13 months, with a copy change every 40 days. Katz-George-Wemhoener is the agency.

Conti Suit Asks $350,000, Charges Injunction Broken

Armand-Richards, Hit in 'Account Piracy' Case, Countersues on 'Fraud'

Rockwood, N.J., Nov. 9—Three former employes of Conti Advertising Agency who set up their own agency, Armand-Richards, are scheduled to appear in superior court Nov. [illegible] charged with contempt of a temporary injunction [illegible]

[illegible]

agency in January, 1959; Mr. Negro and Mr. McCarthy in December, 1959.

The defendants are accused of violating the terms of their employment contracts, including a clause forbidding solicitation or servicing of Conti clients for a period of two years after leaving Conti. They have denied the charges.

Suit was entered several months ago and in July, Conti obtained a temporary injunction which the defendants are now accused of violating. Mr. Conti alleges damages totaling $350,000.

• In a separate and later action, [illegible] Armand-Richards, has filed a fraud complaint against the Conti agency and [illegible]

[illegible]

trustee as was allegedly required and that the premiums he paid between February, 1956, and December, 1959, have not been returned to him. Action on this suit has been postponed. ■

Beef to Pacific National

Washington Beef Council, Ellensburg, has named the Seattle office of Pacific National Advertising Agency to direct a promotion program for Washington state beef. A relatively inactive account previously, the council has [illegible] the new campaign.

[illegible]

City Slicker Aura Hurts Ad Field, Says Taubeneck

Decentralize, Humanize, Adcrafters Are Advised by Detroit Publisher

Detroit, Nov. 9—Advertising [illegible]

[illegible]

enough so that in recent years it has attracted dudes to the business. This is a sportshirt economy in which we are living, and the people preparing our advertising could use a little of that sort of environment.

"Thirdly, as my final point," the publishing executive said, "I think we could use more delight in advertising. We are making too much of a mechanical job of advertising production, at the expense of creativity. [illegible]

[illegible]

They Buy More

What every advertiser should know about [illegible]

[illegible]

Our Sunday Visitor - Register Unit

21.8% COVERAGE OF THE ENTIRE U.S. CATHOLIC MARKET

Represented nationally by

C. D. BERTOLET & COMPANY, INC.

CHICAGO 30 [illegible] Dearborn St., CEntral 6-0481 • NEW YORK 18 [illegible] Room 519/LExington 2-6186

[illegible]

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

USING IT THIS WEEK?

In today's savagely competitive market, more and more advertisers are turning to the selling power of THIS WEEK Magazine. Top Manufacturers will invest $11,780,000 in THIS WEEK Magazine in just the last quarter of 1960 alone—an increase of 5% over 1959!

To move goods fastest...use

THE MOST POWERFUL SELLING FORCE IN PRINT!

CIRCULATION MORE THAN **13,000,000**

Thompson Named to Head New MPA International Unit

NEW YORK, Nov. 11—The Magazine Publishers Assn. has established an international committee to handle overseas affairs, and has appointed Harry C. Thompson, director of *Newsweek* International, to head it.

The committee will offer a variety of services to MPA members and agencies and advertisers based in the U.S. and overseas. It will provide:

- Statistical information on circulation, advertising rates and other data on American consumer magazines.
- Data on national and international media and market information, including economic and political developments.
- Information on international media to overseas MPA members and agencies.
- Information of research, advertising and promotion opportunities for MPA members. In addition, the committee will represent MPA in such matters as the shipment of extra and returned copies of magazines overseas for free distribution through government propaganda agencies.

The MPA said that in behalf of domestic magazines, the committee will attempt to provide information to advertisers placing advertising in the American market directly from overseas.

Committee members under Mr. Thompson's chairmanship will concentrate in three areas: Advertising and sales promotion, circulation and market research. Whitcomb Judson, Inc., Charles Eleventh M. Gross, Fuji International Corp., such as Brody, Time-Life International.

Promotion and distribution will be handled by Donald B. Stedman, Curtis Circulation Co.; David Ballard, Time-Life International; and Paul R. Lilly, Dell Publishing Co.

Traffic matters will be the responsibility of Raymond Graulich, Time-Life International; John D. Mattelock, Curtis Publishing Co., and Charles W. Edward, *U.S. News & World Report*.

In announcing formation of the international committee, MPA said circulation and ad revenue of American-owned magazines overseas is approaching the $100,000,000 mark. Advertising in international publications which circulate only outside the U.S. will reach about $34,000,000 this year. American consumer, business, trade and technical publications have a total overseas circulation of more than 14,200,000 copies an issue, representing an income of more than $100,000,000 and $68,000,000 each year, MPA added.

WLS Moves Studios

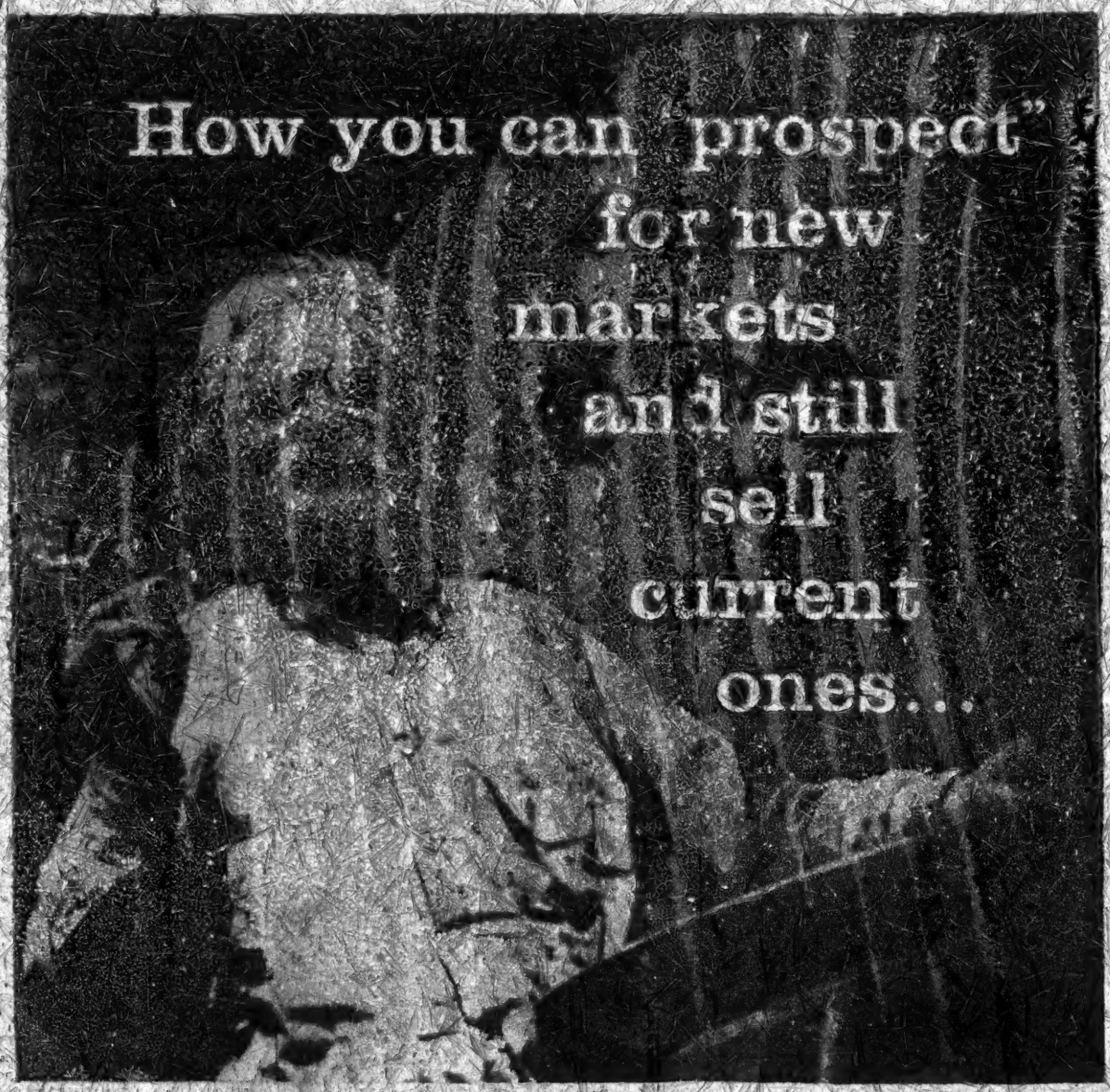
WLS, Chicago radio station, announced its studios and offices at 190 N. Michigan Ave.

BUSINESS—This new page in the *New York Times* includes a schedule of prices for various sizes of boxes. Note how flexible electric rates can be. Ad was placed by Edison Electric Institute agency, Ellington & Co.

Quebec Budgets $3,000,000 for Tourism Drive

MONTREAL, Nov. 8—Advertising totaling about $3,000,000 will fall in the laps of U.S. and Canadian publications next year when Quebec Premier Jean Lesage outlines a program to lure more tourists abroad, Advertising Age learned exclusively today. Mr. Lesage, since coming to power as leader of the Liberal Party after defeating the National Union Group last June, has let it be known in no uncertain terms that Quebec isn't attracting a sufficient number of tourists. He claims that Mexico and Florida are getting more.

It is also expected that a French translation cultural affairs department will be created to work with such an advertising campaign.



It's as easy and productive as panning in Fort Knox! Put your product story before the readers of INDUSTRIAL EQUIPMENT NEWS. There are 80,000 of them (... important, multi-functional executives from all shares of U. S. industry ... from some than 40,000 plants representing more than 4/5ths of the gross national product!)

With circulation like this — an exclusive circulation built on Thomas Register's continuing census of U. S. business and industry — you reach all U. S. markets for your products, *including the ones you now sell and hope to sell in the future.*

And because of the caliber of IEN's editorial material — the exciting new colored "Featured" — you can bet your last nugget that IEN is turned to and returned to by its readers in constant search for products that will solve their current and ever-changing problems.

You owe it to yourself to get all the facts on this exciting, *results*ful medium—and you can: just ask for our latest Media Data File.

good for selling ... because it's used for buying

Industrial Equipment News

461 Eighth Avenue, New York 1, N. Y. | *Thomas Publishing Company Affiliated with Thomas Register*

United Artists Names Three

Mori Krushen, United Artists national exploitation manager, and United Artists' New York motion picture producers' representative, has been promoted to the new post of director of press and exhibitor relations.

Fisher, previously assistant exploitation manager, succeeds Mr. Krushen. United Artists also has named Gabe Sumner publicity manager, replacing Burt Shevelove, who is on an indefinite leave of absence. Mr. Sumner formerly was a partner in Sumner & Friedkin Associates, a publicity company.

'Chain Store Age' Names Three

Chain Store Age, New York, has appointed William Washington, formerly midwestern advertising manager of the executive edition, to publishing director of that edition. Albert R. Charlson, formerly with the *Chicago Tribune*, has joined the Chicago advertising sales staff of the restaurant editions. Floyd P. Hall, previously with the *Milwaukee Journal*, has joined the West Coast advertising sales staff.

Parker Advances Smith

Harry B. Smith, account executive of Parker Advertising, Saginaw, Mich., has been elected to the board of directors and named to in charge of pr

6,500,000

RAH!
RAH! RAH!
THE OCTOBER
29TH SATURDAY
EVENING POST TOPPED
6,500,000 CIRCULATION—
A FULL THREE MONTHS BEFORE
THAT FIGURE BECOMES OUR NEW
CIRCULATION RATE BASE, WE'RE RAIN-
NING LIKE AN ALL-AMERICAN, CHEERED
ON BY READER DEMAND, NOT PUBLISHER
DEMAND. CHECK THE STANDS. THAT'S WHERE THE
PEOPLE PICK AND CHOOSE. THAT'S WHERE A FAN
SHOWS HIS TRUE COLORS. AND WE RACK UP A LEAD OF
ABOUT 2 TO 1 OVER THE OTHER BIG WEEKLY ON NEWS-
STANDS, WEEK AFTER WEEK. SO JOIN US OVER ON THE
WINNING SIDE. WE'LL BE THE ONES YELLING "QUANTITY
WITH QUALITY—YEA!" AND WEARING THE EXTRA-
BROAD GRINS. THE SATURDAY EVENING POST
6,500,000. RAH! RAH! RAH! THE SATURDAY EVE-
NING POST: 6,500,000. RAH! RAH! RAH! THE
SATURDAY EVENING POST: 6,500,000. RAH!
RAH! RAH! THE SATURDAY EVENING POST:
6,500,000. RAH! RAH! RAH! THE SAT-
URDAY EVENING POST: 6,500,000.
RAH! RAH! RAH! THE SATURDAY
EVENING POST: 6,500,000. RAH!
RAH! RAH! THE SATURDAY
EVENING POST: 6,500,000.
RAH! RAH! RAH! THE SAT-
URDAY EVENING POST.
RAH! RAH! RAH!
RAH! RAH!
RAH!

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD
PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

Publisher's estimate

Endicott-Johnson Adopts Jazz Theme to Lure Cool Cats

BINGHAMTON, N. Y., Nov. 8—Endicott-Johnson Corp. is threatening to become one of the jazz capitals of the world.

The formerly plain-talking shoe company is taking a new, jazzy approach to the job of selling its product.

And the reference to jazz is not intended to be figurative. Ed Moore, E-J's marketing chief, provided a peek into the company's new bag of tricks.

The company apparently has decided that the way to cultivate the [illegible]

[illegible]

ing cool in the jazz sense. The words are set to a soft jazz instrumental background.

Retailers selling the shoes will give away standard-size 45 rpm records containing the "mood music" unembellished with the ad dialog.

Another promotion for a line of male footwear is keyed to giving away go-carts in merchant-sponsored contests.

Still another promotion will aim at exploiting the interest of flexibly-muscled young citizens in the art of bouncing on a trampoline. Guess what will be given away in contests on the retail level?

• The accompanying jingles will give the idea that wearing a certain type of shoe makes you feel as if you're on one of the contraptions [illegible]

[illegible] soles—like walking on air." "Without a care, man, without a care." ≡

Florida Gets $50,000 for Additional Tourist Promotion

Florida State Development Commission, Tallahassee, has received $50,000 from the state cabinet to advertise Florida in northern newspapers in order to sway tourists still undecided as to whether to take winter vacations. The commission did not have it left from its regular tourist promotion budget to pay for the additional ad program, R. R. Fuller, director of the commission, said.

Mr. Fuller added that a study showed many persons who had made inquiry about Florida vacations were staying at home saving their money. [illegible]

[illegible] will continue the state advertising [illegible]

PIMA BLEND—Four-color spread in Ladies' Home Journal of November [illegible] Cannon Mills for its new Pima [illegible] Combspun Percale sheets. Four-color [illegible] Better Homes & Gardens [illegible] N. W. Ayer & Son is the agency.

Competitors in Dark . . .

Cannon Secrecy Ends as Pima Drive Begins

[illegible]

• The [illegible] Ladies' Home Journal [illegible] Better Homes & Gardens and [illegible] heralding the "Greatest Sheet News [illegible] Now PIMA Is Blended into All Cannon Combspun Percale Sheets."

Emphasis on Pima [illegible] Cannon advertising will continue for an indefinite period. N. W. Ayer & Son, here, is the agency. ≡

BIC Names Greene

British Industries Corp., Port Washington, N. Y., has appointed Irving Greene Advertising, New York, to handle advertising for its Widney Dorlec high fidelity cabinet components. BIC imports high fidelity equipment from Britain, and this is the third piece of business it has assigned to Greene. Ziowe Co. formerly handled the Widney Dorlec line.

Why appliance advertisers put us first among all New York evening newspapers

New appliances and [illegible] equipment are the mark of New York's active, better-income families. Today, the World-Telegram—New York's *quality* evening newspaper—gets *home* to these families, influencing their important buying decisions. That's why, during the first nine months of 1960, more appliance advertising was placed in the pages of the World-Telegram than in any other New York evening newspaper. As a matter of fact, the World-Telegram carried more appliance advertising during this period than the other two New York evening newspapers combined.

Among New York's evening newspapers, the World-Telegram is:

- First in Retail Advertising
- First in Financial Advertising
- First in General Advertising
- First in Automotive Advertising
- First in Total Display Advertising
- First in Total Advertising

Source: Media Records

New York's *quality* evening newspaper

New York World-Telegram

The Sun

A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211
Or Scripps-Howard General Advertising Offices
230 Park Avenue, N. Y. C. • Chicago • San Francisco
Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

Who of all these people are really customers for you?

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,175,000 net paid circulation

Advertising offices: 45 Rockefeller Plaza, New York 20, N. Y.
Other Advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Metropolitan Aims to Make WRUL World Medium

NEW YORK, Nov. 11—Metropolitan Broadcasting Corp. plans to pump fresh blood into WRUL, its newly-acquired shortwave radio station. The aim is to make the station an important medium for international advertisers.

[illegible]

hear news as it is happening anywhere in the world. The world's great teachers, the world's leading entertainers are now at the fingertips of radio listeners in every section of the globe. And those business men who consider the world as their market will be able to address their products and services through radio to potential customers, wherever they are."

OWENS-CORNING BUYS VOTE NIGHT COVERAGE

[illegible]

[illegible]

ecuted and objectively measured programs."

■ He advised against arbitrary reductions in advertising budgets at the moment sales begin to decline. He recalled a story of an advertising director whose budget suddenly was cut in half. The adman, he said, then asked: "What do you do to save time—stop your watch?"

Any critic who says advertising only adds to the cost of the product or service is "floating in Fog No. 9," Mr. Power said.

"Unless there is advertising to support [illegible] selling, I doubt that there are enough able-bodied shoppers in the U. S. to reach the [illegible]

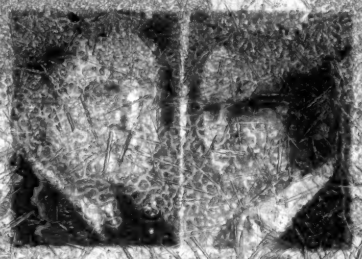
[illegible]

[illegible]

Iacocca, Beacham Add Duties at Ford; McNamara President

DEARBORN, Nov. 9—Four executives of Ford Motor Co., two of them with broad marketing backgrounds, were promoted by the board of directors.

The two marketing officers are: Lee A. Iacocca, former vehicle marketing manager of Ford division, who is now a vp of the company and new Ford division general manager; and Charles R. Beacham, cp and formerly assistant general manager of the Ford division, with responsibility for [illegible]



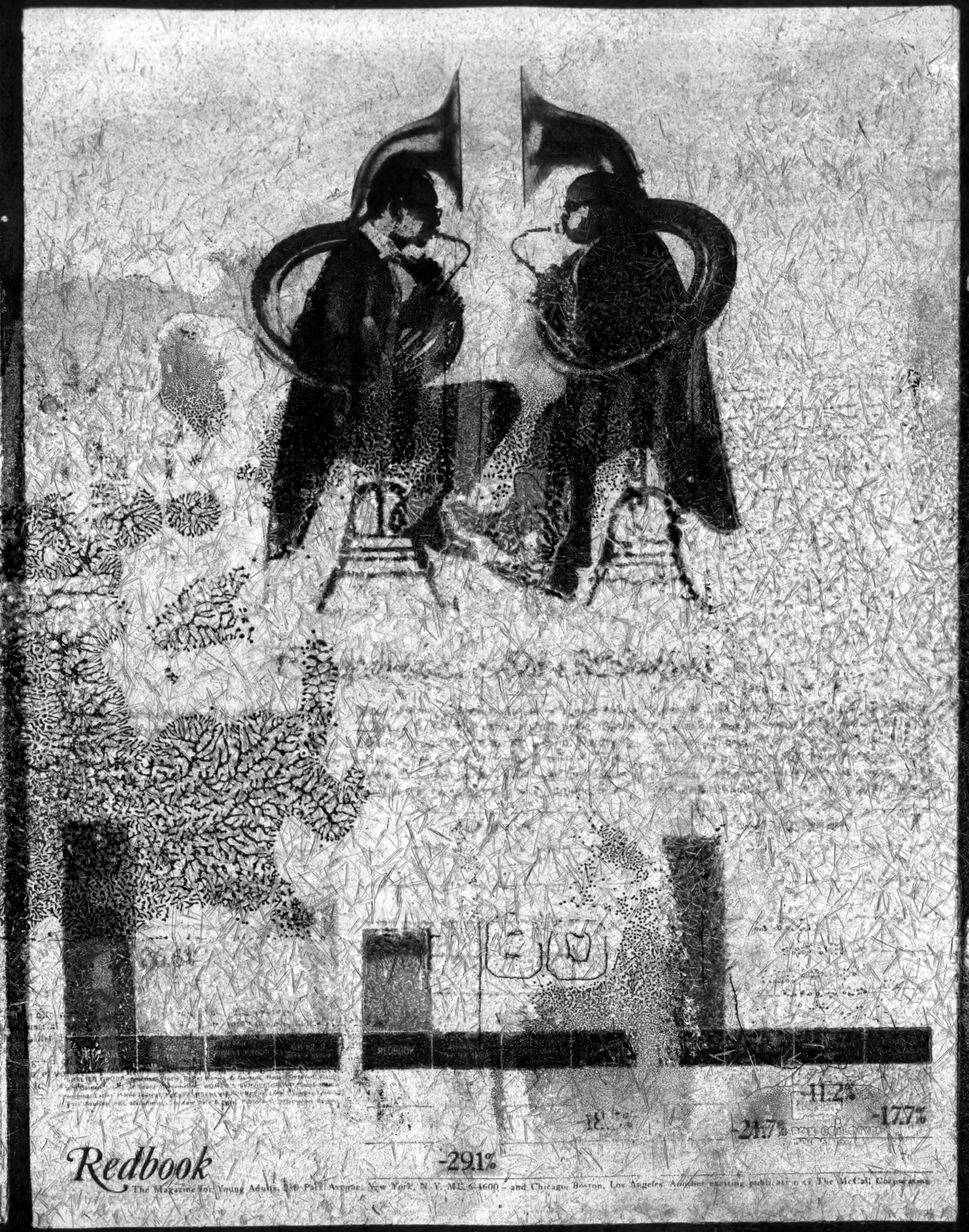
[illegible] honored Paul W. Wetts [illegible] presented with a copper plaque [illegible] 10 years service to Ayer's Payne-Advertising, [illegible] he founded in Toronto in 1930 by officers, stockholders and employees of the agency. Meeting the presentation at a special dinner are Oliver E. Payne, president, and Leslie S. Hough, vice president. Mr. Wetts sold his interest in the agency in 1958 and has acted as a consultant to it since then.

Smith joins Chilton

Fred A. Smith has joined Chilton Co., Philadelphia, as manager of Marine Products, since a division of Chilton Co., publishing and [illegible] product news magazine for the Corp., as product manager of [illegible] boating and water sports line of new clocks and radios. For the products, which will be launched next year, Mr. Clemens has been in charge of [illegible] Mr. Smith was freelance consultant, before that he formerly business manager [illegible] was an account executive with Batten, Barton, Durstine & Osborn.

Westclox names Dan Clemens

Donald E. Clemens has joined the marketing department of Westclox, Peru, Ill., as manager of Marine Products, since a division of Chilton Co., publishing and [illegible] product news magazine for the Corp., as product manager of [illegible] boating and water sports line of new clocks and radios. For the products, which will be launched next year, Mr. Clemens has been in charge of [illegible] Mr. Smith was freelance consultant, before that he formerly business manager [illegible] was an account executive with Batten, Barton, Durstine & Osborn.



Redbook

The Magazine for Young Adults. 230 Park Avenue, New York, N.Y. MU 6-4600 – and Chicago, Boston, Los Angeles. Another exciting publication of The McCall Corporation

WAVZ Defends Its Frequent Spots as Public Service

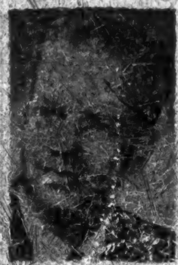
WASHINGTON, Nov. 10—WAVZ, New Haven radio station, told the Federal Communications Commission today that it caters to the wants and needs of its listeners by means of, not in spite of, what [illegible] referred to as "constant and lengthy interruptions."

WAVZ's statement was filed in reply to commission charges that the station was carrying too many spot announcements. FCC notified WAVZ in September that it was scheduling hearings on whether to grant the station a license renewal (in Washington, AA, Oct. [illegible]).

[illegible]

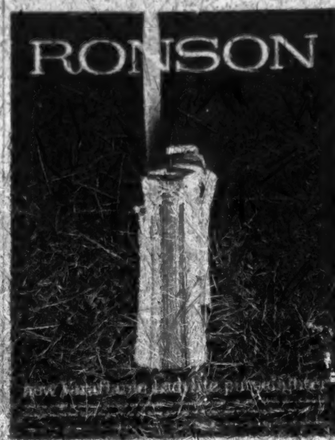
Zed Daniels Opens Agency; Peterson, Allen, Griffin VPs

CHICAGO, Nov. 10—Zed Daniels, who resigned last April as director of marketing and advertising of Cruish International, has opened his own agency, Zed R. Daniels Advertising, 332 S. Michigan Ave.



Zed Daniels

Principals associated with him are Raymond Peterson, vp and marketing director, formerly vp and marketing director of Hall, Haerr, Peterson & Harney; Robert Allen, vp and [illegible]



Way Cleared for Autonomous IARI

ST. LOUIS, Nov. 10—The Industrial Advertising Research Institute is on the way to winning its two-year hassle with its parent body, the Assn. of Industrial Advertisers.

After polling all AIA members, the AIA executive committee today recommended that the association's board of directors take the necessary steps for granting legal separation of IARI, headquartered in Princeton, N.J. The board is expected to go along with the recommendation.

The executive committee also recommended that a proposal favoring separation be submitted to the annual meeting in Boston [illegible] 12, 1961.

Results of the poll indicate that [illegible]

Pate Gasoline Becomes Enco

MILWAUKEE, Nov. 10—Pate Oil Co. will begin selling Enco brand gasoline Nov. 25. Pate is part of the Oklahoma-Pate division of Humble Oil & Refining Co., which has been gradually spreading the Enco name among its other divisions. *(For other news of Oklahoma-Pate see story on Page 105.)*

Pate, which markets exclusively in Wisconsin, has about 200 stations, most of them in the Milwaukee marketing area.

Walter Kadi, advertising manager of the Oklahoma-Pate division, said the $200,000 advertising campaign to announce the change-over will begin with teaser ads next week.

[illegible]

Hall Adds Four Accounts

[illegible] Philadelphia, has added [illegible] new accounts. They are [illegible] Boat Corp., Philadelphia; O&S Research Inc., Riverton, N.J., manufacturer of optics and switches for [illegible]; Harold B. Hess & Co., Philadelphia industrial realtors, and Collin's Pontiac, Folcroft, Pa.

Kilner Adds Account

American National Cattlemen's Assn., Denver, has appointed Richard B. Kilner Co., San Francisco, Pacific Coast representative for *American Cattle Producer.*

Cosmopolitan Names Rep

Cosmopolitan has named Perkins & Stephens, Los Angeles and San Francisco, its West Coast sales representative.

[illegible] retired [illegible] and was named advertising manager in 193[illegible]. In 1944 he was appointed vp in charge of advertising and sales.

Among Mr. Tamkin's survivors is his son Fred W. Tamkin Jr., a copy supervisor with Foote, Cone & Belding, Chicago.

BAREFOOT—National Car Rentals, St. Louis, created this ad especially for the back cover of the new Hilton *Carte Blanche* magazine. The ad is the first in a series tailored for the magazine. Gardner Advertising Co. is the agency.

AD-VALUATE*

1961's Great Challenge to Advertising:

ACCOUNT EXECUTIVE

After all, every business day ... that changes business ... changes.

And The Wall Street Journal is the Only National Business Daily!

THE WALL STREET JOURNAL

Published at New York, Washington, D.C., and Chicopee Falls, Mass.
• Chicago and Cleveland • Dallas • San Francisco

©Dow-Jones & Company, Inc. 1960

where people can choose

Most homes watch ABC-TV most of the time:

In markets where all three networks have facilities—the markets where people can really [illegible] —ABC-TV's the number one network [illegible] week. Moreover, [illegible] has a dominant lead 4 nights [illegible] ABC-TV was number one in 21 [illegible] weeks. [illegible]

[illegible]	Monday	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]							
[illegible]							
[illegible]							
[illegible]							
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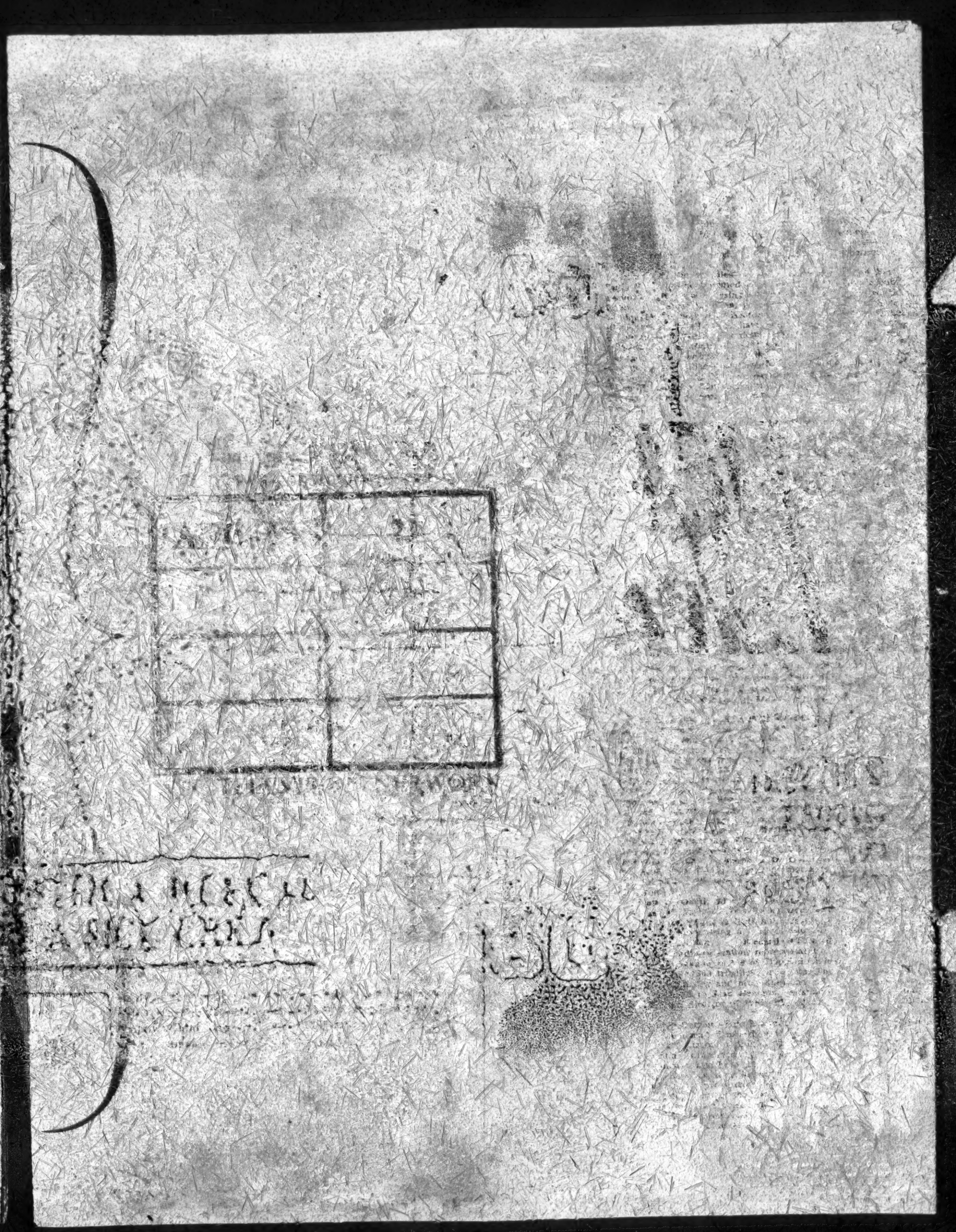
[illegible]							
[illegible]							
[illegible]							
10:00-10:30							
10:30-11:00							

*Source: Nielsen 24 Market TV Reports, [illegible] Mon.-Sat., 6:30-11:00 P.M. Sun.

Note: [illegible] indicates [illegible] hrs. where no network [illegible] place ratings for time periods of Great Debates were credited to networks winning in similar periods for previous or following week.



The Editorial Viewpoint . . .

Election Day Thoughts

The printing schedule of ADVERTISING AGE being what it is, these editorials are being written in mid-morning of election day, after we have cast our vote, but long before we have the slightest inkling of the official outcome. Late news will be handled in the adjoining columns in this paper until the very last thing Friday night, as usual, but the editorials, in record form, will have been imperishably inscribed on newsprint before the polls close.

Consequently, there are many issues which advertising and marketing executives have on their minds today that we cannot discuss with any degree of accuracy. Each of the young gentlemen sought to succeed the White House incumbent has pledged to extremely active support of business and industry, but we feel strongly that what's best for business is not entirely the matter of politics at present.

Co-op's Greatest Problem

What Paul L. Wylie, in charge of sales promotion of the marine products division of McCulloch Corp., mentioned last week that his organization was dropping a $750,000 co-op ad campaign, he spelled out the fact that co-op funds can be commendably administered if sales department pressure is lifted.

When the ad department made a tentative decision, he said, it was much easier to make such a decision stick when applied to a small dealer's 100-line ad than to withstand pressure from the sales department of a large dealer's full-page ad was at issue.

One of the company's co-op problems, he said, was that its dealers sell boats and other marine items as well as the company's motors, and too often McCulloch was expected to pay for co-op ads which didn't get around to featuring the company's products.

Co-op, as we have said before, can be effective, but only if it is rigidly and carefully controlled.

Gladys the beautiful receptionist

Rough Proofs

"Houston baseball team to run ad seeking players," the headline says.

Even *Sporting News* may not be able to unearth unsung Ty Cobbs and Babe Ruths the scouts haven't heard of yet.

•

E. H. Weiss says gasoline service stations can do a lot better than feature their rest rooms.

On the other hand, they can do a lot worse if they haven't got rest rooms that deserve to be featured.

•

[illegible] Starch scores or the sales records?

•

An advertiser with a $15,000 appropriation is asking publishers to give him the agency discount.

He isn't raising the ante very high.

•

Baltimore's VanSant, Dugdale talks about "working with people who know how to live in a state that's made for it."

The Colts and the Orioles haven't hurt the picture, either.

—COPY CUB

Advertising Age

[illegible] Publications, Inc.

PUBLISHER

[illegible] Crain, president and publisher. Robert J. Graham, [illegible] Westing, Sidney J. Cohen, New York; James V. O'Gara, [illegible] Jean Bruce, Chicago; Mitzi Mockovciak, International; [illegible] Hall, features; Merle Kingman, [illegible]

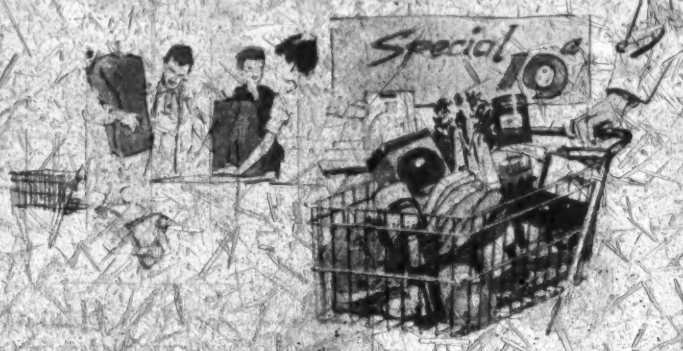
[illegible] New York: Lansdale Bertau, Phyllis Johnston, Denis Higgins, [illegible] Chicago: Albert Stephaniden, Shirley Ullman, Emmett [illegible] Detroit: Cynthia Latta, Debroy John J. McGinnis, [illegible] Range, Texas.

E. L. Fanning, editorial production; Elizabeth C. Graham, librarian. Correspondents in principal cities.

ADVERTISING

Jack C. Griffith, advertising director; Gordon D. Lewis, manager sales and service; John L. Carlson, assistant manager; R. W. Kraft, production manager, New York: Harry Poole, eastern advertising manager; John P. Candia, David J. Cleary Jr.; Louis De Matteo, Daniel J. Long, William A. Maher, Alfred Malecki, G. Richard Weston, Chicago: E. S. Mansfield, Arthur E. Meriz, Rod W. Minchin, David J. Bailey, Jack Barnett, Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) Walter S. Reilly, James March, William C. Pritchard, Murray Kastings, San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) Richard B. Paulsen, Portland, Ore. (Frank J. McHugh Co., 520 S. W. Yamhill St., CA 8-2561) Frank J. McHugh Jr., Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3440) Thomas A. Knowles, London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lesfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.



65 PERCENT

OF DELAWARE VALLEY'S FOOD SALES ARE MADE IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban women readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Simmons & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

MODERN, PROGRESSIVE, INFORMED, SUCCESSFUL . . .

That's Norman J. Wiedersum, *partner in the architectural-engineering firm of Frederic P. Wiedersum Associates of New York, New Jersey, District of Columbia and Florida.*

Modern design calls for modern ideas—for men who can shape construction plans to the new needs created by today's new way of living, men who can look at more than six acres of slums on the lower East side of New York and dream them into the kind of housing development that is changing the face of the city . . or come up with a "library-in-the-round" to serve a community's reading needs efficiently in limited space. Men, in short, like Mr. Wiedersum, whose firm is responsible for designs for modern buildings whose cost totals well over $100,000,000 a year.

Largest firm in the country in the field of design for education, Wiedersum Associates has been responsible for many unique structures in a variety of fields, including the 200-room Roosevelt Raceway Inn; a $4,000,000 country club community on 7,300 acres near Lake Wales, Florida; Sperry Gyroscope Company's (a Division of Sperry Rand Corp.) MacArthur Field Test Station; Long Island's newest community swimming pool; new and remodelled bank

buildings—and numerous modern public elementary and high schools in the East.

Men like Norman Wiedersum—the architects, engineers, owners and contractors whose ideas are transforming the face of America—have to keep abreast of new developments in all phases of construction. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the materials, machinery, money and manpower they need in their work. These are the men you sell when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING NEWS-RECORD

A McGRAW-HILL PUBLICATION
330 WEST 42nd STREET
N.Y. 36, N.Y.

SWINGLES
CUSTOM MADE
ONLY $68

the JINGLE MILL

SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to serve your product or service loyally for years.

SWINGLES sound good. Top broadcasters and stations have bought over 10,000 of them, with a 98% renewal records.

Put this sound to work for you. Write, wire or call

THE JINGLE MILL

FM Penetration Growing, Network Survey Reveals

FM Broadcasting System, Chicago, says two of every three of its 61 affiliated fm stations report between 31% and 50% of the families in their markets have fm receivers. Highest penetration reported was in New York with 60%, or an estimated 2,500,000 households.

At-home listening averages between six and seven hours per day, with out-of-home listening growing due to increased installations in institutions and business, FMBS said.

Two Join 'The New Yorker'

Richard J. Meeshan, formerly with Cunard Steamship Co., has joined the retail sales staff of The New Yorker. Richard W. Miller, formerly with McGraw-Hill Publishing Co., has joined the magazine's ad department.

Wolfsheim Berg Hardwicke Wolcott

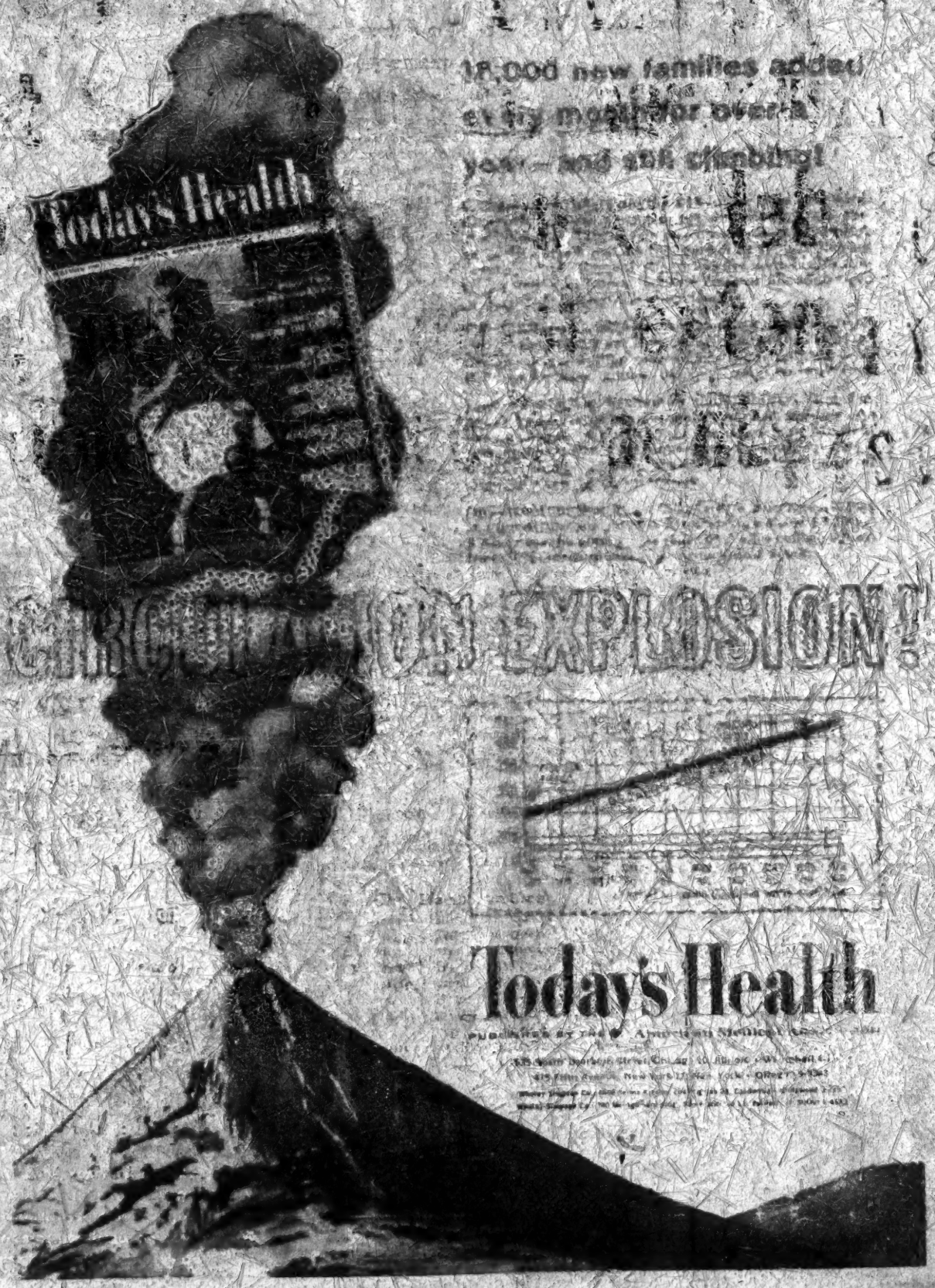
CAST PARTY—Helen Wolcott, McCabe-Erickson chairman of the Women's Advertising Club of Chicago's theatre benefit for its scholarship and community funds, and Lawrence Wolfsheim, D'Arcy Advertising Co. benefit committee member, greet Gertrude Berg and Sir Cedric Hardwicke [illegible] of a champagne buffet [illegible]

U. S. Whiskies Lose in 'Decisive Market Change,' 'True' Finds

NEW YORK, Nov. 8—In all the talk of blends vs. straights, a decisive liquor market change may have been overlooked—the new influence of non-whisky types and imported whiskies, according to *True's* 18th liquor report.

Bearing out part of the *Newsweek* study, released a few days earlier (see story on Page 32), indicating that Americans are taking to imported distilled spirits at a faster clip than to U. S. liquors, the *True* report states that "in terms of millions of cases, this is a very decisive market change."

"The total market accounted for by combined American whiskies has declined [illegible] 68.8% [illegible] based on the 1953-54 figures. The study continued, "while the influence of non-whisky types and imported whiskies [illegible] increased [illegible]



Pillsbury Joint Push Launched

In a joint promotion, American Dairy Assn., Pillsbury Flour, Nestle's chocolate and Funston nuts are enclosing 8,000,000 butter cookie booklets in Pillsbury's Best Flour bags of 5 lbs. and up.

How to marry a SKILLionaire

All a gal has to do is go to Rochester, New York, and marry the man in the street. He's the SKILLionaire. He works in one of Rochester's precision industries.

The SKILLionaire is a go-getter. He earns considerably more than the national average, and [illegible] labor [illegible] any industrial [illegible].

The SKILLionaire is healthy. [illegible] half of the U.S. average.

The SKILLionaire is a good citizen. He exceeds the national average vote by [illegible] 1.56, and his city has the lowest [illegible] city its size.

The SKILLionaire is charitable. He prides himself on the highest per capita giving to the Community Chest.

The SKILLionaire lives it up. His household has an average of $7,172 annual spendable income, and he likes to buy. He regularly keeps Rochester retail sales per capita booming far above [illegible].

It's easy to [illegible] the SKILLionaire. Almost every [illegible] reads one or both of [illegible] newspapers [illegible] forget either a [illegible] county area where our [illegible] is definitely superior to that of any other medium.

Really interested? We'll be glad to tell you more about the SKILLionaire, his market, and the newspapers he reads.

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE, Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco.

Storer Weighs More Sales Offices; Katz May Lose Out

NEW YORK, Nov. 8—The big spot broadcasting news of last week centered around the Katz Agency and Storer Broadcasting Co., and the question of whether Katz would lose a sizable chunk of tv business when the present contracts between the two expire in July (AA, Nov. 7).

Storer is weighing the pros and cons of expanding its national sales offices in New York and Chicago to handle spot sales for the company's five tv stations. Four of the five outlets—WJBK-TV Detroit; WJW-TV Cleveland; WSB-TV Atlanta; and WSPD-TV Toledo—are represented by Katz. The fifth, WITI-TV Milwaukee, [illegible]

become a regional rep," Mr. Codel said. "We've always been an exclusive rep." But, he added, "we don't want anybody to think they fired us."

The Storer proposition for self-representation in New York and Chicago—perhaps for six or eight months as a test—was made when early contract renewal talks were started, it was stated. Reports that Katz was already started looking for replacement stations in the Storer tv markets were denied.

Four L. A. Dailies Boost Price

Four Los Angeles metropolitan newspapers have increased their subscription rates. The two afternoon newspapers, the *Mirror* and the *Herald-Express*, increased their rates from $1.75 to $1.90 a month. The morning *Times* and the *Examiner* raised their rates from $1.80 to $2 for Monday through Saturday home delivery and from $2.25 to $2.50 for seven days a week.

Meredith Names Teefy, Green

Meredith Publishing Co., Des Moines, has appointed John Teefy and Arnie Green to the New York advertising sales staff of *Better Homes & Gardens*. Both Mr. Teefy and Mr. Green joined Meredith in 1959.

Bates Names Two VPs

William M. Ennis Jr., an account executive of Ted Bates & Co., New York, has been elected a vp. Frank G. Hunsicker, formerly a personnel specialist with George Fry & Associates, has joined Bates as vp and personnel director.

Pabst Buys Race Telecasts

Pabst Brewing Co., Milwaukee, will co-sponsor the CBS-TV coverage of horse racing's "triple crown"—Kentucky Derby, Preakness and Belmont Stakes—next year. Kenyon & Eckhardt, Chicago, is the agency.

Admen Mar Image of Science, Says Medic Group's Askey

DALLAS, Nov. 8—Advertising has distorted the image of science by leading the public to believe that the world's most noted researchers are preoccupied with toothpaste flavors or absorbed in the "vital task of making tablets dissolve faster in a tumbler of water."

Dr. E. Vincent Askey, president of the American Medical Assn., made this charge in a speech at a regional meeting of National Foundation volunteers.

■ The spokesman for some 175,000 physicians said that achievements of great significance get little public notice while advertising gives the false impression that science's most eminent men devote themselves to such projects as deodorants and cigaret filters.

Urging public support of basic scientific research, Dr. Askey warned the health workers that "it is time for us to stop marveling at the mere fact of public interest in medicine and science and to start thinking about the direction it may be taking." #

Fairchild Appoints Nichols

Fairchild Publications has appointed Richard B. Nichols to represent its new *Metalworking News* in San Francisco and Northern California. Mr. Nichols was formerly with Hearst Advertising Service, San Francisco.

Tabibian Joins Sawdon

Edward Tabibian has joined Frank B. Sawdon Inc., New York, as account executive on new business development. He was formerly merchandising manager of the household products division of Colgate-Palmolive Co.

IT'S FRENCH—Jos. Garneau Co., import division of Brown-Forman Distillers Corp., Louisville, calls this color page in Gourmet and Social Spectator a "taste-bud tantalizer." Albert Woodley Co., New York, is the agency.

There's **WJXT** in Jacksonville, where the most alluring curves are found on sales reports! *Only WJXT* reaches out to cover the *entire* booming Northeast Florida—South Georgia region. With [illegible] vs. 39 [illegible] WJXT consistently delivers more [illegible]

WJXT

SPEED BACK PRESH LETTERING

RAPID ART

6

FULLY EQUIPPED DEPARTMENTS

RAPID ART SERVICE INC.
304 EAST 45 ST NY 17

Do you make these mistakes?

No experienced adman like yourself would make the mistake of believing there's anything "just as good" as the standard of quality and service Century delivers! You make no mistake when you *always* use the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1841

MILK SELL—*Farmers Dairy, Winston-Salem, N. C., promotes grocery stores sales of milk with brief copy on poster panels such as this. The large letters are in Day-Glo red with the brand name in green and "take home plenty" in black. Long-Haymes, Winston-Salem, is the agency.*

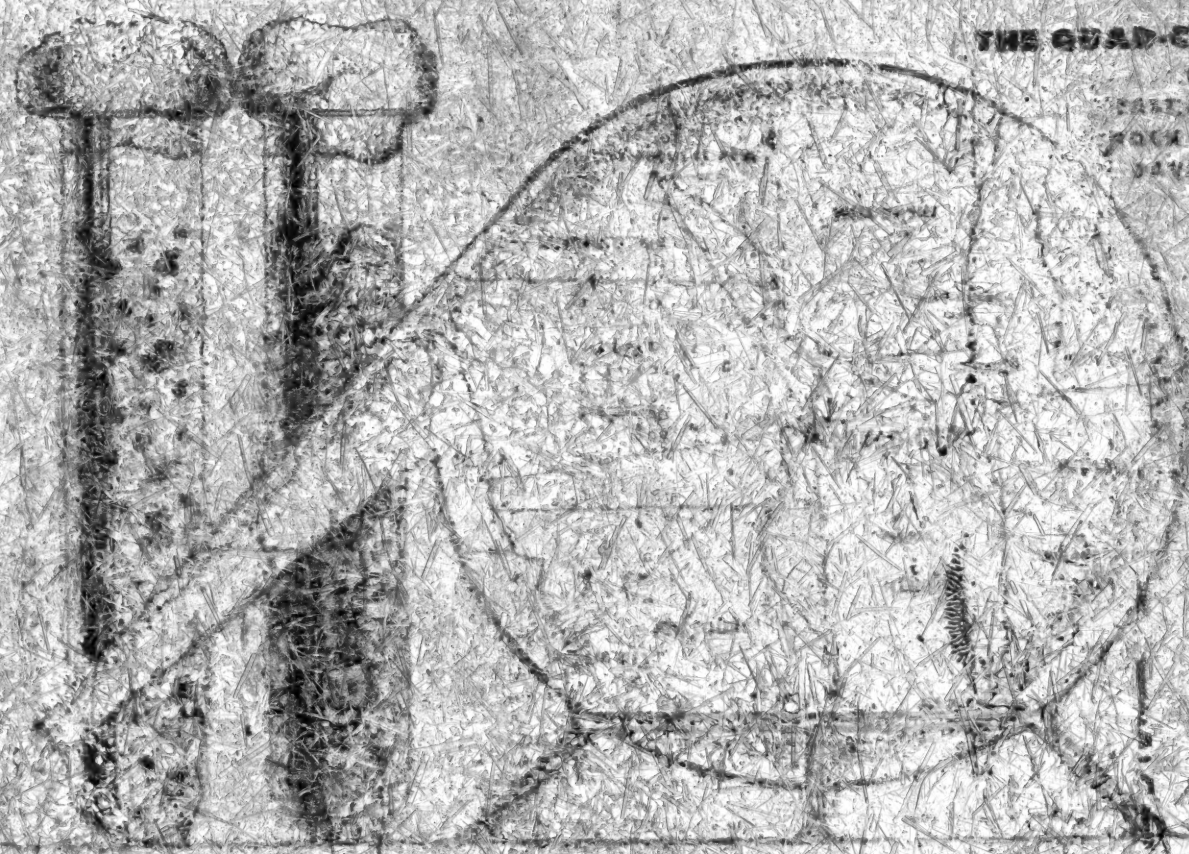
Saye Joins Rives, Dyke

James A. Saye has joined Rives, Dyke & Co., Houston, as an account executive. He formerly was an account manager of McCann-Erickson, Houston.

Says Food Shoppers Shop Alone Because of Penny-Pinching

CHICAGO, Nov. 8—Supermarket [illegible]

THE QUAD-CITIES:
MOLINE
EAST MOLINE
ROCK ISLAND
DAVENPORT



The Quad-Cities — Markets Testing Lab

[illegible]

REPENDABLE BUYING POWER—Effective [illegible] of [illegible] household. [illegible] of all households have income over $[illegible],000.

TYPICAL CITIZENS—A metropolitan population of over a quarter million (267,000) that is diversified, well balanced and representative. 93% native born white. [illegible] foreign born white, median age 31.8 years.

EXCELLENT MARKETING FACILITIES—This is the wholesale and retail center of Western Illinois and Eastern Iowa. Large wholesalers and retailers in grocery, drug and appli-

[illegible]

MARKET INSULATION—[illegible]

NEWSPAPERS THAT PENETRATE [illegible]—Complete market coverage at reasonable cost. Unusual combination of 3 cities comprising 1 metropolitan area. The media offer EOP spot and full color daily, split tone, enthusiastic cooperation.

BURGOYNE TEST CITY GROUP—Experienced in operation of test campaigns. Companies who have tested in Quad-Cities include: Lever Bros., Economics Laboratory, Inc., Chesebrough-Ponds, Inc., The Dow Chemical Co., Sterling Drug, Inc., Pillsbury Co., Proctor & Gamble Co.

Use the Quad-Cities — A market-testing laboratory

OVER 1/4 MILLION PEOPLE
QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by Jann & Kelley, Inc.

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp

St. Louis University to Set Up Merchandising Library

St. Louis University, St. Louis, has announced plans for establishing a complete library and collection of publications on automatic merchandising which will be housed in the new $4,250,000 Plus XIII Memorial Library. An initial fund of $5,000 has been made available for the library as a personal donation by Thomas B. Donahue, president of the National Automatic Merchandising Assn.

WHAT MAKES GOOD HOUSEKEEPING DIFFERENT FROM ANY OTHER ADVERTISING MEDIUM?

A HEARST MAGAZINE

... Helpfulness. Service. Special effort no other magazine could duplicate. That's what makes Good Housekeeping different from any other advertising medium.

GOOD HOUSEKEEPING
MAGAZINE AND INSTITUTE

... because nothing persuades *and sells* like the truth

Guaranteed by Good Housekeeping

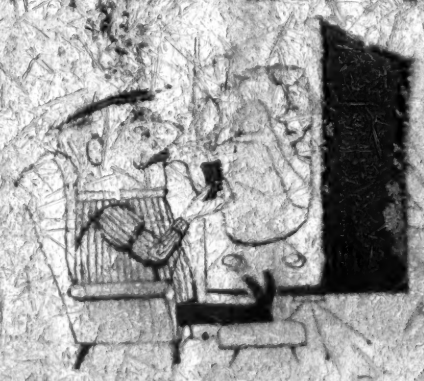
Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for a breakthrough in radio electronic devices

Another electronic problem solved: hybrid traveling-wave tubes, for high-power pulsed amplification, can now have the gain variation adjusted with frequency to suit the designer. Dr. F. E. Nalos' paper describing how this is done has won him the *1960 VRC Baker Award* for the best paper to appear in IRE's Transactions of the Professional Groups. IRE is proud to honor Dr. Nalos and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

Our company, too, has met the challenge of the 60s in the great radio-electronic field. To do so it has had to remember the past, yet reach for the future—and achieve the utmost success in the electronic equipment, broadcasting and publishing fields. In 1949 2RC, now KING-TV, Seattle, pioneered [illegible] what they read [illegible]



KOIN-TV
PORTLAND

* Highest tower and greatest power in the 4 state area (3 states in Portland and 22 surrounding counties)

KOIN-TV • Channel 6 • Portland, Oregon
One of America's Great Affiliate Stations
Represented Nationally by CBS-TV Spot Sales

Getting Personal

A revised edition of "How to Sell Your Way Into the Big Money" by **Vincent F. Sullivan**, ad manager of the *New York Daily News*, has been published by Prentice-Hall. The first edition of the book came out in 1954.

When **Bill McKeachie** retires at year's end as president of McCann-Marschalk, he'll move back to his Carversville, Pa., farm in Bucks County to dabble again in grassland farming. He's even written a book on the subject. He may go back into business again some day, "but it won't be the agency business." The 57-year-old adman says he's leaving two years' behind schedule—"I promised my wife [illegible]."

Herbert M. Mayle, [illegible] promotion manager of the [illegible] *Herald Tribune* [illegible] chairman of the newspaper [illegible] Advertising Conference and program of the Unit 1 [illegible] **Robert F. Alt**, president of Fuller & Smith & Ross; **William Geo[illegible]** of Parsons, Borden and Parker R.I. [illegible] [illegible] of McCall Corp., have been added to the national [illegible] of Press Promotion Executives at Noble Prize [illegible]

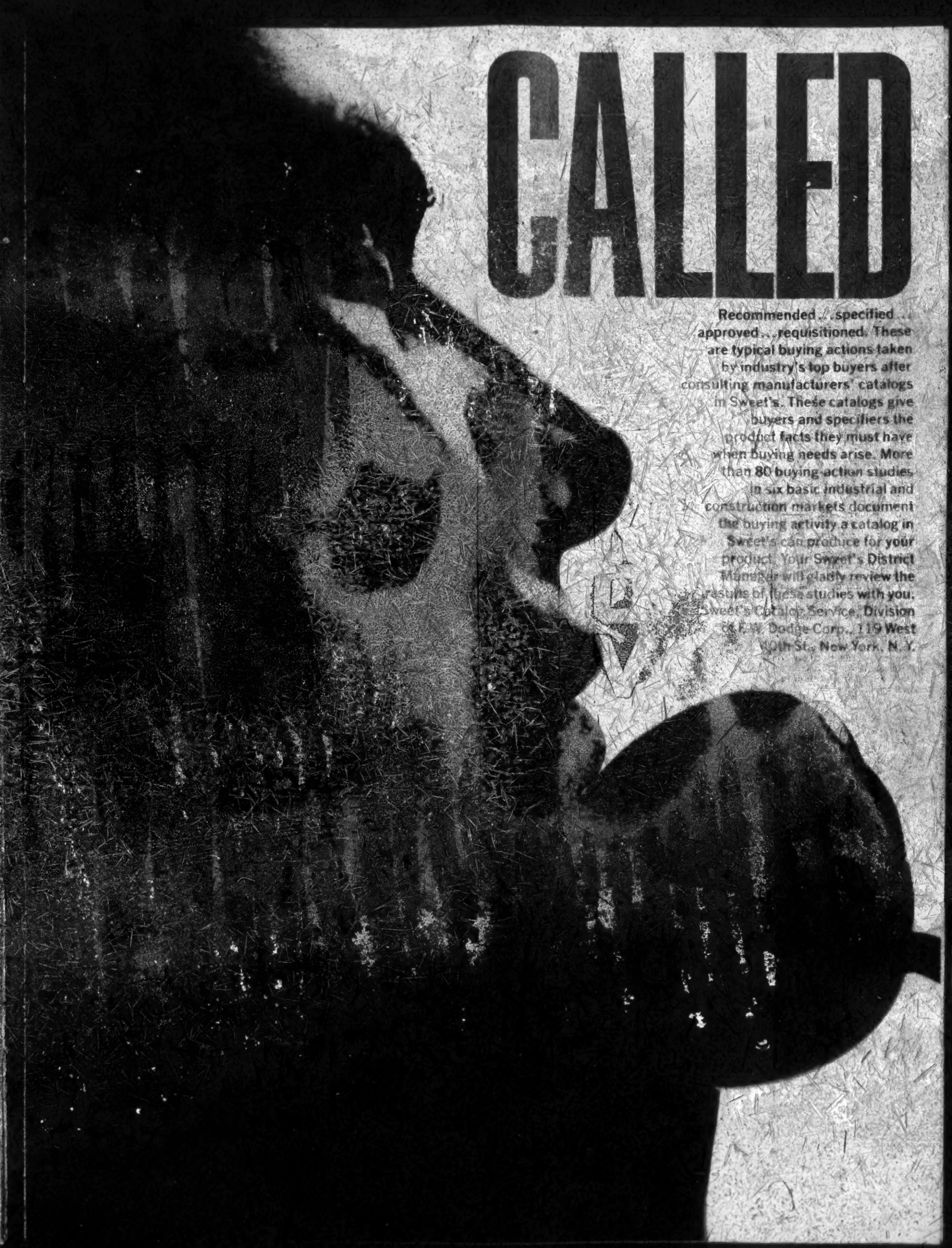
Gisela Cuno, secretary to the executive committee of [illegible] & Ryan, is also the author of the 1960 Chronicle of Service [illegible] 25 years [illegible] to become a "traditional [illegible] Cuno, [illegible] the care [illegible] Chronicle [illegible]

[illegible] **Theodore H. [illegible]** [illegible] executive vp of Dorrance [illegible] Campbell Soup Co., has been elected [illegible] of the company.

[illegible] outstanding achievement [illegible] creative merchandising and production [illegible] syndicated television programs have been presented to **Jean Harris**, [illegible] to the general manager and [illegible] of WSB-TV, Atlanta, and to the station [illegible]

Dodge to Mexico—**Dan Mears**, ad director for Dodge, has a new Ford. It has been shipped [illegible] already **Fran Harris** of Detroit took along a number of late-model 1961 Fords to give away as mementos at a district meeting of the Advertising Federation of America in Chicago, and Dale got one [illegible]. **A. Edward Miller**, vp and publisher of *McCall's*, went home from Detroit recently with a golden key to that city, presented by Mayor Louis Miriani. Mr. Miller was in the Motor City for the opening of the new McCall Corp. office and to preside at a presentation of the magazine for some 600 industry and ad executives.

Campaigners—Chicago ad and pr executives serving on the publicity and advertising committee for the 1960 Christmas Seal campaign include **William W. Wilson Jr.**, manager of Young & Rubicam's tv and radio department, committee chairman, and his staff: **Homer Heck**, vp and director of broadcasting, Foote, Cone & Belding; **Charles Helton**, FC&B; **M. B. Kendrick**, vp of Outdoor Advertising Inc.; **W. J. Peak**, assistant vp of Illinois Bell Telephone Co.; and **Sam L. Austin**, head of his own public relations agency.



CALLED

Recommended . . . specified . . . approved . . . requisitioned. These are typical buying actions taken by industry's top buyers after consulting manufacturers' catalogs in Sweet's. These catalogs give buyers and specifiers the product facts they must have when buying needs arise. More than 80 buying-action studies in six basic industrial and construction markets document the buying activity a catalog in Sweet's can produce for your product. Your Sweet's District Manager will gladly review the results of these studies with you. Sweet's Catalog Service, Division of F. W. Dodge Corp., 119 West 40th St., New York, N. Y.

From sign on to sign off during
the past 12 months the programs
that came before our cameras
attracted the biggest audiences
in all television.
consistently
past five
show
of doing
throughout

HIGH RATED
LOCAL PROGRAMMING
TOP
AVAILABILITIES IN THE
LARGEST FILM LIBRARY
IN THE MARKET!
CALL BLAIR
Television Associates

MILWAUKEE
witi
-tv
CBS NETWORK
TV Capital of Wisconsin

the STORER station backed by 33 years of responsible broadcasting

WGR, Buffalo, Hit by Strike; Supervisors Keep Operating

Employes of WGR radio and television stations, Buffalo, went out on strike Nov. 2, but broadcasting continued uninterrupted as supervisory personnel manned the equipment, some of them coming from other stations owned by Trans-Continent Television Corp.

Negotiations between management and the AFL-CIO National Assn. of Broadcast Employes & Technicians were adjourned indefinitely. WGR said the union is seeking a 37½-hour work week. The union said the station had made no offer of an acceptable contract.

Dickie-Raymond Names Mayer

Edward N. Mayer has been named vp-client service and sales of Dickie-Raymond, New York direct mail agency. Mr. Mayer, formerly vp at Lennen & Newell, New York, succeeds Courtney C. Crandall, who has resigned.

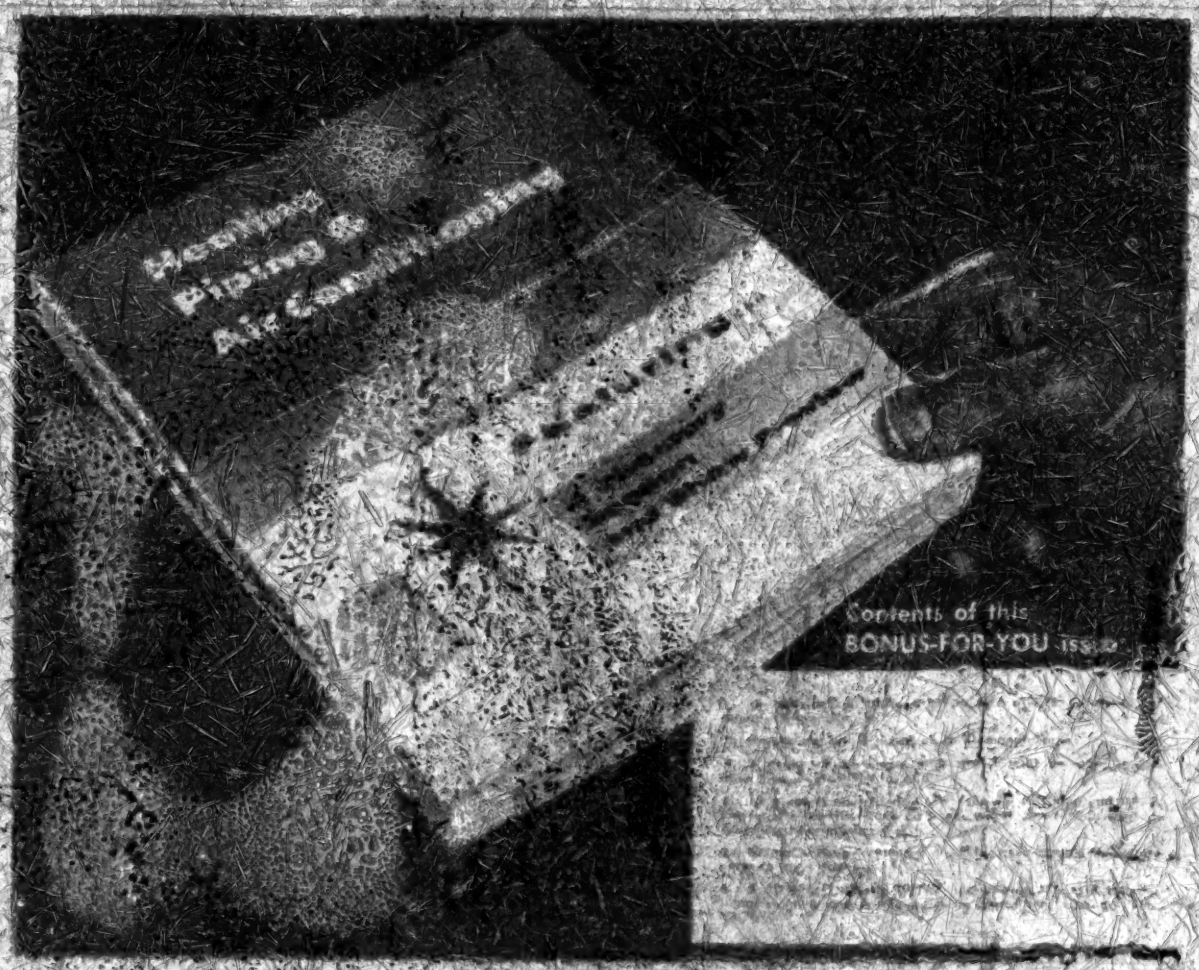
WOR-TV is the first station in [illegible] by Philco's Quantum Tape [illegible] recording system.

Machine Sets Up Dispenses Trading Stamps—P.D.Q.

[illegible]

WRFM Limits Commercials

WRFM, New York, has revised its sales policy to limit the number of commercials. Effective immediately, the fm station will no longer sell 1-minute or larger segments. Two one-minute spots will be run at the quarter-hour station break. Between 8 and 11 p.m., EDT, there will be only one commercial spot on the hour.



Be there...

When they're ready to specify or buy

The Directory Section is the acknowledged reference tool in the Industrial Big Buildings field since 1934...

Nowhere will your advertising dollar further . . . accomplish more! That is an issue that is straight at hand reference for the engineers and contractors you must reach. In a survey of these all paid subscribers, 96% report they keep it throughout the year, 75% refer specifically to its advertising pages.

No wonder nearly 300 advertisers appear each year! Make sure you too will profit from this all-in-one January issue with a Directory Section, Show Preview, and regular editorial content. Start off 1961 impressively by using extra space for extra emphasis on your entire line. Regular space rates apply. December 10 closing date.
KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2

ABP

NOW, ALL THE PIECES ARE IN!

Five great metropolitan papers—five great Southeastern markets now join the Metro Sunday Comics Network: providing the most extensive, most flexible coverage in print today!

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 280 Madison Avenue, New York 16, N. Y., MU 9-8200
Chicago 11, 1710 Tribune Tower • Detroit 2, New Center Building
Los Angeles 5, 3460 Wilshire Boulevard • San Francisco 4, 155 Montgomery St.

METRO COMICS

ARB SAYS: FIRST

FIRST every book since Nov., 1959.

Month after month Channel 2 has led the overall share-of-audience race in Detroit, with leads ranging up to 26% greater share than the No. 2 station 9 AM to sign-off, Sunday through Saturday, and 24% more average HOMES! (Aug., 1960)

NIELSEN SAYS: FIRST

Month after month Channel 2 has led the parade in Nielsen as well. First in four out of the six 3-hour periods in May-June, 1960; first in all six periods in July. First in 21 out of 38 quarter-hour periods Monday through Friday, 7:30 AM - 5 PM in July.

CONSISTENT LEADERSHIP IN 4 STATION

DETROIT WJBK-TV

the STORER *station backed by 33 years of responsible broadcasting*

NATIONAL SALES OFFICES
625 Madison Avenue, New York 22
230 N. Michigan Avenue, Chicago 1

Call KATZ

Texas Daily Offers Discounts

The *Caller-Times*, Corpus Christi, Tex., has announced a new discount plan, effective Jan. 1, in which an advertiser may earn up to 20% on frequency, and up to 10% on bulk linage. Frequency discounts are based on five, ten, 20, 30, 40 or 50 times in a contract year. The bulk discount plan pertains to the 2,400 lines to 50,000 lines run in 12 months.

Steller, Millar Adds Two

Steller, Millar & Lester, Los Angeles, has been appointed agency for Delron Co., South Gate, Cal., manufacturer of nuts, bolts, screws and other products, and Delta Semiconductors Inc., Newport Beach, Cal.

Van der Boom Promotes Laub

Wally Laub has been named exec vp of Van der Boom, Hunt, McNaughton, Los Angeles. Mr. Laub joined the agency in 1955 as account executive and was appointed a vp in 1958.

Liquor Imports Up 13.5% in 1st Half, 'Newsweek' Reports

NEW YORK, Nov. 8—Americans are taking to imported distilled spirits at a faster clip, compared to U. S. products, according to a new *Newsweek* marketing report.

U. S. imports of distilled spirits increased 13.5% in the first half of 1960, as against the same period last year. This increase is about three times the rate at which total U. S. bottling grew in the same period.

Total U. S. imports for the first six months this year were 17,021,701 gals., compared with 14,993,773 gals. in the same period in 1959. Domestic bottling totaled 96,141,762 gals. this year, a 4.8% increase over the 92,374,360 gals. reported in the same period in 1959.

The report indicated that the sales advance for imports for the whole of 1960 was expected to be one additional bottle for every seven sold in 1959.

- Scotch led the field with a [illegible] gal. sale, 16.7% [illegible] 2,733,267 gals. for the [illegible] period. Canadian whisky [illegible] to 1,951,272 gals. and [illegible] 1,845,[illegible] gals. [illegible] 12,[illegible]

[illegible] machined of AIR EXPRESS [illegible] must [illegible] [illegible] Priority [illegible]

Priority service makes Air Express today's best way to ship

At Convair's San Diego Capsule Test Facility in California, an Atlas missile stands ready for a [illegible] test firing. An eleventh-hour engineering refinement brings Air Express service into the picture. [illegible] is instantly called into speed new parts. It all in the day's (or night's) work for this [illegible] specialist. Here's what you get when you call AIR EXPRESS: Priority service—first on [illegible] scheduled U. S. airlines • Kid glove handling every mile of the way • Door-to-door pickup and delivery via 13,000 trucks [illegible] radio-dispatched for [illegible] maximum speed • Teletype confirmation of receipt on request • Service to 20,000 American communities coast to coast • It pays to think fast . . . think Air Express first!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Bridges-Sharp Moves Offices

Bridges-Sharp & Associates, Dayton, O., has moved to temporary quarters in the Herman Miller Bldg. The agency will occupy new expanded quarters at the same address around Feb. 1 when the sixth floor addition to the building is expected to be completed.

1/4 OF ALL TEXAS FOOD DOLLARS ARE SPENT IN THE FORT WORTH MARKET

[illegible] Fort Worth [illegible] spend [illegible] of all the Food Dollars [illegible] the Fort Worth Star-Telegram [illegible] county market [illegible] — 48.2% family coverage [illegible] daily family coverage in Metro Fort Worth proper.

FORT WORTH MARKET [illegible]	
[illegible]	[illegible]
Food	[illegible]
General [illegible]	[illegible]
Apparel	[illegible]
Furniture, Household	[illegible]
Auto Sales	26.8%
Gas Station Sales	27.2%
Drug Sales	25.0%

SOURCES: Sales Management, IRC White Audit Report, 3-31-60.

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Rae, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

ARB SAYS: FIRST

FIRST every book since Nov., 1959

Month after month Channel 2 has led the overall share-of-audience race in Detroit, with leads ranging up to 26% greater share than the No. 2 station 9 AM to sign-off, Sunday through Saturday, and 24% more average HOMES! (Aug., 1960)

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U. S. imports of distilled spirits increased 13.5% in the first half of 1960, as against the same period last year. This increase is about three times the rate at which total U. S. bottling grew in the same period.

Total U. S. imports for the first six months this year were 17,021,701 gals., compared with 14,993,773 gals. in the same period in 1959. Domestic bottling totaled 96,141,767 gals. this year, a 4.8% increase over the 92,324,[illegible] gals. reported in the same period in 1959.

The report indicated that the [illegible] advance for imports for the whole of 1960 was expected to be one additional bottle for every [illegible] sold in 1959.

Scotch led the field with a 1,356,831 gal. gain—a 16.1% hike to 9,[illegible] gals. for the six-month period. Canadian whisky [illegible] 4,951,222 gals., and [illegible] whisky cup [illegible] [illegible]

New York state was the largest consumer [illegible] 12,931,[illegible] gals. in 1959 [illegible] 13,71[illegible] gals. for the 1960 half year. California was a close second with 12,356,419 [illegible] the six-month period.

[illegible] Names [illegible] Monwaring to New [illegible]

[illegible]

[illegible] Food Publication

[illegible] business manager of Quick Frozen Foods International [illegible] will appear [illegible] published in English, but each [illegible] in the magazine will carry [illegible] editorial text and advertising copy in three other languages—German, French and Spanish. It plans to have a controlled circulation of 10,500 food executives located throughout the world. The one-time page rate has been set at $525.

Bridges-Sharp Moves Offices

Bridges-Sharp & Associates, Dayton, O., has moved to temporary quarters in the Herman Miller Bldg. The agency will occupy new expanded quarters at the same address around Feb. 1 when the sixth floor addition to the building is expected to be completed.

America's modern way of doing business

[illegible] of AIR EXPRESS [illegible] missile component with jet speed to Convair test site

Priority service makes Air Express today's best way to ship

At Convair's [illegible] Sycamore Canyon Test Facility in California, an Atlas missile stands ready for a static test firing. An eleventh-hour engineering refinement brings AIR EXPRESS service into the picture. AIR EXPRESS — constantly called on to speed new parts. It's all in the day's (or night's) work for this skilled shipping team. Here's what you get when you call AIR EXPRESS Priority service—first on, first off—on all 35 scheduled U. S. airlines • Kid-glove handling every mile of the way • Door-to-door pickup and delivery via 13,000 trucks (many radio-dispatched for maximum speed) • Teletype confirmation of receipt on request • Service to 20,000 American communities coast to coast • It pays to think fast . . . think AIR EXPRESS first!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

1/4

OF ALL TEXAS FOOD DOLLARS ARE SPENT IN THE FORT WORTH MARKET

The 641,400 households in the Fort Worth Metropolitan area spend $628,291,000 on food purchases . . . 24.2% of all the Food Dollars in Texas! And one medium, the Fort Worth Star-Telegram, covers this 100-county market best — 48.2% family coverage daily. (86.7% daily family coverage in Metro Fort Worth proper.)

FORT WORTH MARKET RETAIL BUSINESS	
TOTAL RETAIL SALES	25.3%
Food	24.2%
General Merchandise	24.9%
Apparel	20.9%
Furniture, Households	23.6%
Auto Sales	26.8%
Gas Station Sales	27.2%
Drug Sales	25.0%

SOURCES: Sales Management, ABC White Audit Report, 3/31/60.

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

Where Ame ca shops for ...The

Better Homes and Gardens...

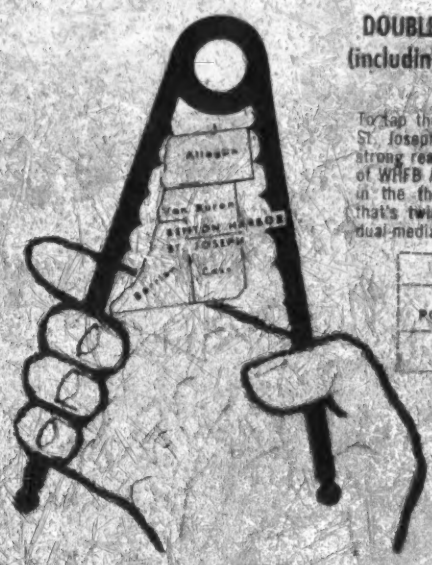
NOW 5 EDITIONS AND OVER **5,000,000 COPIES** EVERY MONTH

ideas that make SALES
family IDEA magazine

Ideas from the pages of BH&G turn dream houses into realities—and that means sales!

Run your eye over the table of contents in an issue of Better Homes and Gardens. The variety is wide, the boundaries apparently limitless. But underlying every article, every picture, is a unifying motif. An implied question that is always answered: "*Do you want to live better? Here's how!*"

Month after month, nearly sixteen million men and women thoughtfully and happily study Better Homes and Gardens for ideas they can adopt in their family living. During the year, a third of America—the top-spending, family-centered third—looks to BH&G for ideas about things to make or to do or to buy. Ideas seem to work harder in Better Homes and Gardens—and that goes for *advertising* ideas, too. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a dual-media approach, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in both city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's twice the size of the next two stations combined! Inquire today about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Fiber May Be Washable; Fabric Not, Fynn Tells Home Laundry Conference

Penney Exec Hits Excessive Enthusiasm of Some Fiber Advertisers

SAN FRANCISCO, Nov. 8—In their urgency to outstrip competition, makers of apparel and household textiles sometimes allow enthusiasm in advertising to overshadow common sense.

P. J. Fynn, director of research laboratory, J. C. Penney Co., made this charge last week at the 14th National Home Laundry Conference.

He also blamed the "vigorous" advertising of the synthetic fiber industry, which emphasizes the washability of its new fibers, for the unhappy state of affairs that finds housewives "tossing everything into the washing machine."

"Vying with one another for sales, apparel and textile makers offer more and more items as washable, until such unlikely things as winter coats, men's suits, almost-room-size rugs and heavy draperies are promoted as machine washable," Mr. Fynn said.

■ "Much of the advertising by fiber producers goes over the shoulder of the garment industries directly to the consumer, and it intimates or even promises washability and colorfastness, based upon fiber characteristics which are difficult to carry through into the finished product," according to the research executive.

It just does not follow as a matter of course that using a thoroughly washable fiber will insure a satisfactorily launderable fabric or garment, Mr. Fynn said.

■ Arthur R. Wachter, convertible relations department manager, American Viscose Corp., reviewing the provisions of the Textile Fiber Products Identification Act, called the Federal Trade Commission, which enforces it, "just about the strongest and roughest police that can be assigned to such a giant undertaking."

The "truth-in-textiles" law, which went into effect March 1, applies when ads say something about fiber content.

According to Mr. Wachter, when ads do mention fiber content, the law's four requirements are: (1) All information on fiber content must appear together in legible conspicuous type; (2) only generic names may be used, and they must appear in order of their predominance by weight; (3) non-required information or sales data must not interfere with, minimize or detract from the required disclosures; and (4) all information must be accurate and in no way misleading or deceptive.

"Even with the protection afforded by the act, truth in textile labeling continues as an untouched goal for the American consumer," Mr. Wachter said.

Canada and Great Britain, on the other hand, have effective legislation, according to Mr. Wachter.

■ "Neither Canada nor Great Britain concern themselves with fiber identification or with fiber percentages. They want to know—and they are provided with answers to the questions always in the consumer's mind—can I wash it or do I dry clean it? If I put it in my washer, do I push the warm, hot or cold button? Do I iron it, or is it ready to wear after tumble drying? Is it colorfast to any kind of laundering, and will it resist excessive shrinkage? The laws in Canada and Great Britain require advertisers of textile products to provide these answers. It's mandatory," Mr. Wachter said.

American Standards' L22 also calls for the same information, "and a whole lot more," but compliance with this rule, established by the American Standards Assn., is not mandatory but only voluntary, according to Mr. Wachter. #

3 Department Stores Fined for Violating Fair Trade Law

New York state supreme court, Syracuse, has fined three New York department stores $250 each, plus an assessment of $500 each for attorney fees for violating a court order prohibiting selling a fair trade antifreeze below the minimum retail prices. The stores fined were Easy Bargain Center, Syracuse; Family Bargain Centers, Auburn, and State Street Mills Bargain Center, Utica.

You're in . . . in Indiana with the STAR and the NEWS

Thanksgiving dinners are bountiful in Central Indiana, where broad diversification of industry and business provides higher than average incomes and more full-time employment.

To influence and sell this $4 billion, 45 county market—concentrate your advertising in The Star and The News. With saturation coverage of the metropolitan area, 73.4% coverage in the 20 county retail trading zone, and 52.8% coverage of all 684,000 families in this 45 county market, you'll get high returns from your advertising dollars!

The Indianapolis Star Morning & Sunday
The Indianapolis News Evening

KELLY-SMITH COMPANY, NATIONAL REPRESENTATIVES

Ever wish you could get in there and do the whole job yourself? Then you'd get what you want, then it would come out right. But you can't do it all yourself. And at WLAC-TV *you don't have to.* We learned a long time ago we needed the right people—on the mike, at the camera, behind the desk—to do the job the way it should be done. Having the right people is one way WLAC-TV wins so many awards—and audiences. CBS, of course.

WLAC-TV nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager

50,000 WATTS CBS

STARTS JAN. 16, 1961 FOR 15 WEEKS
FIRST TIME IN MIAMI
COMMUNITY CLUB AWARDS
CALL KATZ TODAY

WQAM RADIO
MIAMI

TOTAL INFORMATION RADIO

the STORER station — backed by 33 years of responsible broadcasting • CALL KATZ

PR Is 'Must' Today; PR Man May Run Ads, Aspire to Company Presidency, PRSA Told

CHICAGO, Nov. 11—Public relations has grown to the point where it is now a "must" for corporate management, according to Eugene Miller, director of public affairs and communications of McGraw-Hill Publishing Co., New York.

"Public relations is taking on new stature in American industry," he told the 13th annual conference of the Public Relations Society of America. "You can see this by noticing the subtle shifts in the executive suites of many corporations.

"In most large corporations," he said, "the public relations department now calls for a vice-presidency. Another trend is for the public relations director to be assigned additional responsibilities—institutional advertising and sometimes all the company's advertising program. In still other cases, he is taking over responsibilities in the personnel and labor relations areas."

Mr. Miller based his report on findings of a survey made by McGraw-Hill for *Business Week* last year.

• "The competency of pr practitioners is increasing fast," he told the PRSA conference. "The backgrounds of men entering the field have been continually upgraded. Many are still coming in from the newspaper and magazine fields, but an increasing number are entering from radio and television, and such fields as law, personnel relations and teaching."

He noted that in some cases public relations has been the stepping stone to top management positions. In the Bell System, he said, six major Bell companies are now headed by presidents who have spent ten or more years in public relations. "In fact, at Bell, public relations is considered one of the best routes to the top of the ladder," he said.

"And more companies, I believe, over the years will follow in Mother Bell's footsteps."

• Harold E. Mott, public relations director of Pan American World Airways, New York, was elected president of PRSA. Other new officers include Walter W. Seltzer, vice president, Bell Telephone Co. of Pennsylvania, vice president and director of public relations; [illegible]

Harold E. Mott

Metropolitan Adds Branch, Names Bearon Ad Director

Raymond J. Bearon, formerly ad manager of member service for the Radio Advertising Bureau, has joined Metropolitan Broadcasting Corp., New York, in the new post of director of advertising and promotion. Patrick Shenton, previously manager of RAB's member service department, will succeed Mr. Bearon as RAB director of member service.

Metropolitan has opened an office at 1528 12th St., Philadelphia. Benedict Gimbel Jr., vp and director of the company, will head the new office.

Federated Purchaser in Drive

Federated Purchasers, Mountainside, N. J. distributor of electronic products, will launch a 375-line newspaper ad campaign this month in N. J. newspapers, backed by a weekly radio program on WABC-FM. Theme of the ads is: "It's fun to shop high fidelity bargains at Federated." In addition, Federated will take space in *Electronic Products* and *Electronic News*. Gilbert & Felix, New York, is the agency.

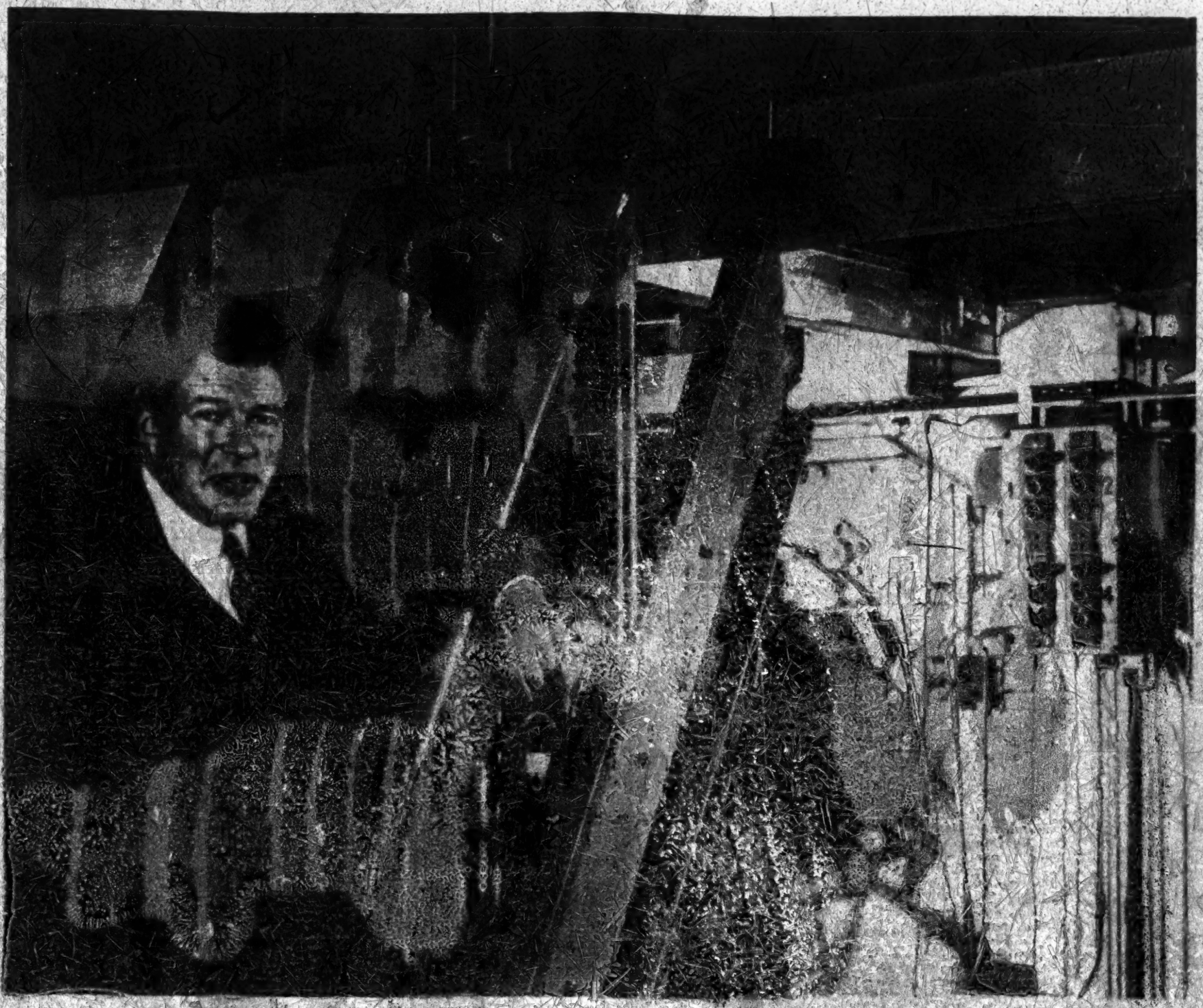
INSIDE SOLID CINCINNATI:

"Are you sure it was a good idea to tell them we Cincinnati Enquirer families have $600 more a year to spend than the average Cincinnati family?"

SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.



"Without advertising, all this power would just help us build inventory."

"From fusing raw materials for our grinding wheels, refractory and other abrasive products right through the final production steps, we use several hundred million kilowatt-hours of electricity each year.

"But it takes a different kind of power to move our products out of inventory and into use by our customers—the power that consistent advertising in top business publications can help us generate.

"Norton ads, in business magazines like McGraw-Hill's, tell engineers, managers, purchasing agents and other prospects about the help our lines of [illegible].

"Product advertising, and having the Norton name known, is to us as indispensable a force as electric power."

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

CLEVELAND
WJW TV
MORE MOVIE AUDIENCE THAN ANY OTHER STATION!
CBS
the STORER station backed by 33 years of responsible broadcasting • CALL KATZ

DOOR-TO-DOOR: *Jim Doyle, sales representative in upper New York for three furniture manufacturers, drives his traveling furniture showroom straight up to the buyer's door.*

Little Wonder to Ted Black

Little Wonder, division of Schiller-Pfeiffer, Southampton, Pa., has appointed Ted Black Agency, Reading, Pa., to handle advertising and public relations for its electrical hedge trimmers, edgers and other products.

Business-Building Bus Is Bonanza for Furniture Marketer

Peekskill, N. Y., Nov. 8—James D. Doyle, representative of three furniture manufacturers, is using a mobile showroom to sell furniture to store buyers. He leased a bus for this unusual marketing venture when he learned that many buyers don't have time to see all the displays at national furniture shows.

Mr. Doyle outfitted his "furniture wagon" with 21 pieces of furniture from his three manufacturing companies: Ramseur Furniture Co., Ramseur, N. C.; Calif-ranger Inc., Kernersville, N. C.; and Hickory Dale Furniture Co., Hickory, N. C., and then hit the road.

These two years and [illegible] of the Catskill area. He [illegible] The latter expected [illegible] with newspaper, radio and [illegible] advertising. Since their introduction, Mr. Doyle termed their sales "tremendous."

Mangel Opens Office, Adds Farm & Power Equipment

Farm & Power Equipment, St. Louis, has appointed R. E. Mangel & Co. as advertising sales representative in the Southwestern area. The publication also has promoted W. G. (Bill) Sanford from the [illegible] sales force to head a new advertising department.

J. D. Mesa has opened the [illegible] in Park Forest, Ill., to serve [illegible] Chicago suburbs. [illegible] to clients the past year. Mr. Mesa [illegible] Park Forest [illegible] and was [illegible] [illegible] Ace Steel Co., Chicago, [illegible] manager of [illegible]

Cerro de Pasco Leases Space by Nemes Co.-Lee

[illegible] New York, [illegible] a subsidiary [illegible] in the [illegible] of manager [illegible] Nemes Co.-Lee [illegible] manager for [illegible] of the company's products [illegible] division, which [illegible] is being succeeded by James [illegible] Lima, formerly with Kaiser Aluminum & Chemical Corp., Oakland, Calif.

Philip J. Lane Adds One

Parfums Corday Inc., New York, importer of Faces, Tweeds, Mod, Trapeze, Figaro and Jet perfumes, has appointed Philip J. Lane Advertising, New York, to handle its print, tv and radio advertising. The Faime fragrance will be featured. Galbraith-Hoffman, New York, will continue to handle print advertising for the company.

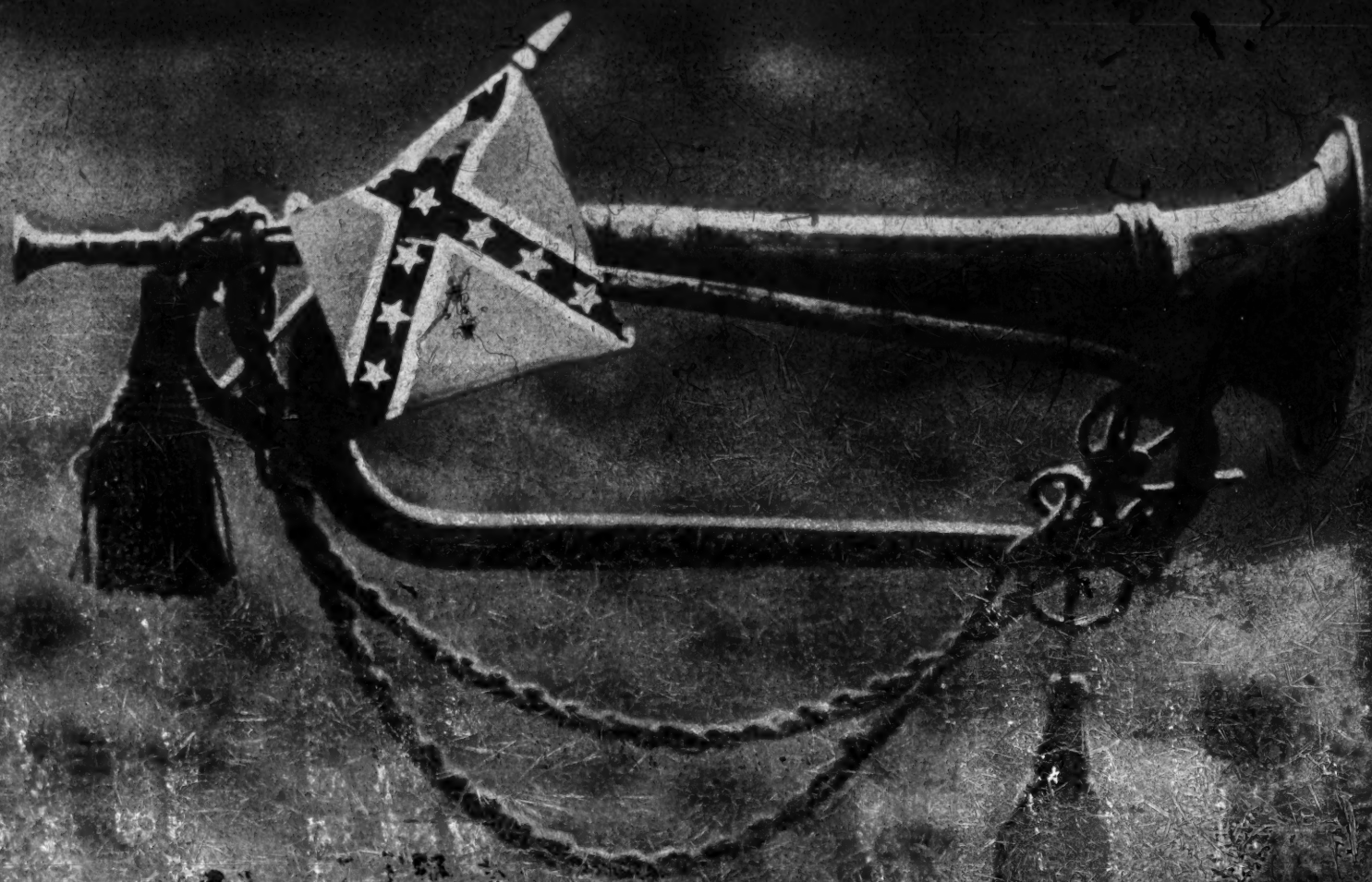
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This fabulous pearl and gem necklace is the product of someone's unusual ability . . . creativity. Here in the Industrial Piedmont, greater sales are the product of the creativity of WFMY-TV. WFMY-TV is the one station in the area with proven ability to create greater sales and profits for you. To sell the nation's 44th market* (44 counties, 17 cities). Where 2.3 million customers have 3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Yearbook

GREENSBORO, N. C.
NOW IN OUR 19TH YEAR OF SERVICE
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS



BY

MacKINLAY KANTOR

In the summer of 1863, two armies met on the wooded heights overlook ng Gettysburg, Pennsylvania. As battle erupted, a change in a single combat order could have turned the tide of battle—and of the war—toward the Confederacy. What then would have happened to the Union, to Lincoln, to people of the North and the South?

In the current issue of Look Magazine, MacKinlay Kantor—Pulitzer Prize-winning author of *Andersonville*—takes you back through 100 years of might-have-been. Of real people reacting to unimagined events, Lincoln is imprisoned. Later, Cuba becomes a state, Wilson is President of the Confederacy, Russia moves rocket bases into Alaska.

A century of history takes on new meaning, its protagonists assume new dimensions, in the light of what did *not* happen, but so easily *could* have happened. Today's problems become even more urgent as we see how past decisions alter the entire course of human affairs in *If the South Had Won the Civil War*, complete in the current Look.

LOOK

FIRST
IN TOLEDO FOR 33 YEARS!
WSPD
RADIO
the STORER station-backed by 33 years of responsible broadcasting CALL KATZ

Grant Names 4, Adds Account

Grant Advertising, New York, has named Jeanette Le Brecht, John F. White Jr. and Albert V. Lowe, who recently joined the agency, vps. Charles Woram, formerly with Sorenson & Co., has joined Grant as marketing and planning assistant to the exec vp of Grant New England, with headquarters in Stamford, Conn. Grant, Seattle, has been named to handle advertising for Pacific First Federal Savings & Loan Assn., Tacoma, Wash. The account formerly was with Condon Co., which resigned it at the time of its recent merger with Cole & Weber, Seattle.

Putman Names Bowen

William B. Bowen has been appointed district manager of *Food Business* and *Food Processing*, published by Putman Publishing Co., Chicago. Mr. Bowen, formerly on the retail display advertising staff of the *Chicago Tribune*, will cover Michigan, Illinois, Missouri and Kansas.

Public Rejects $10 Annual Fee for Pay TV, Survey Finds

COLUMBUS, O., Nov. 8—Despite its unfavorable publicity, television still retains the basic confidence of its audience, especially as relates to news coverage, but viewers have some misgivings about tv's handling of commercials.

These were the principal findings in a 1,700-sample survey conducted here last April by Robert P. Lacy and John H. Pennybacker, Ph.D. candidates in Ohio State University's department of speech.

Some 71% of the men and 74% of the women questioned said they thought tv coverage of the upcoming political campaigns would be generally fair and impartial; while only 27% of the men and 38% of the women thought newspapers in the larger Ohio cities would be generally fair and impartial in their handling of the campaign.

- The survey also showed that many, and in some cases most, of the respondents:
- Believe at least some tv commercials are visually "rigged" to make products appear to better advantage, but believe that the same practice is equally prevalent in "slick-paper" national magazines.
- Are annoyed by the number of commercials in and between tv programs, by hard sell commercials [illegible] exaggerated claims, and by various other shortcomings in the handling of commercial announcements, but have no objections to advertising on television if [illegible].
- [illegible] to pay an [illegible] of $5 to $10 [illegible] television [illegible].
- Do not believe that television [illegible] on public [illegible] television [illegible] they would [illegible] by television [illegible].

[illegible] Parking, [illegible] Head New Offices

[illegible] Parking [illegible] Head [illegible] Offices [illegible] Angeles and San Francisco [illegible] Hanchard-Nichols [illegible] Angeles and San Francisco [illegible] Hanchard-Nichols [illegible] West [illegible].

U.S.-BBC Film Documentary

WBKB, Chicago, and the British Broadcasting Corp. have cooperated on the production of an [illegible] documentary film on Chicago to be shown in this country early next year. Denis Mitchell, BBC producer-director, produced the Chicago film, one of three assignments he will do while in the U.S. WBKB will seek sponsors for local showing of the film when editing is completed, probably next February or March.

Ball Advertising Adds Two

Winn-Michaels Pharmaceuticals, Evansville, Ind., ethical drug manufacturer, and Ferrocraft Corp., Morganfield, Ky., manufacturer of metal display fixtures, screens and other display accessories for retail store window trimming and point of sale displays, have appointed Ball Advertising, Evansville, to handle their advertising.

Byers Names Smith Ad Head

A. M. Byers Co., Pittsburgh, manufacturer of wrought iron products, has appointed Joseph Smith advertising manager. He formerly was assistant ad manager.

IN JOPLIN, MISSOURI

YOUR PRODUCTS BEST FRIEND IS

The FRIENDLY Group's
KODE-TV
A SHOPPER TOPPER STATION
CHANNEL 12

IN JOPLIN:
Dr. F. Knight — MAyfair 3-7360
IN NEW YORK:
Lee Gaynor — OXford 7-0306
Represented Nationally
Avery-Knodel, Inc.

Want increased sales in this rich industrial and agricultural Four State Market? Then count on KODE-TV — 288 taller and 294 more powerful than the nearest competition to deliver the goods. Ford Motor, General Electric, Maxwell House, Macy's Dept. Store, Tastemark Dairies, Local Chevrolet Dealers, Duncan Hines Cake Mix, Bunny Bread, Procter & Gamble and Falstaff Brewery are just a few of the national and local advertisers who buy KODE-TV to tell and sell 152,000 TV homes who spend over 750,000 MILLION DOLLARS ANNUALLY.

Member The FRIENDLY Group — John J. Loux, Exec Vice-President

WSTV-TV
CHANNEL 9
[illegible]

KODE-TV
CHANNEL 12
[illegible]

WRGP-TV
CHANNEL 9
[illegible]

WRDW-TV
CHANNEL 12
Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS, NBC and ABC Networks.
Robert E. Metcalfe, Managing Dir.—TA 4-8422
Represented by Avery-Knodel, Inc.
AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12
A captive audience of 150,000 TV homes with a spendable consumer income of almost One Million Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.
Bob Bannerstrom, Gen. Manager—MAin 4-7673
Represented by Avery-Knodel, Inc.
CLARKSBURG, WEST VIRGINIA

Where else in the United States

can the national advertiser reach

9 out of 10 newspaper readers

in a rich metropolitan

area of over a million population

for as little as 80¢

per line daily and 90¢ Sunday

Only seven cities in the United States

have daily newspapers with more

readers than The Milwaukee Journal

—and in none of the big

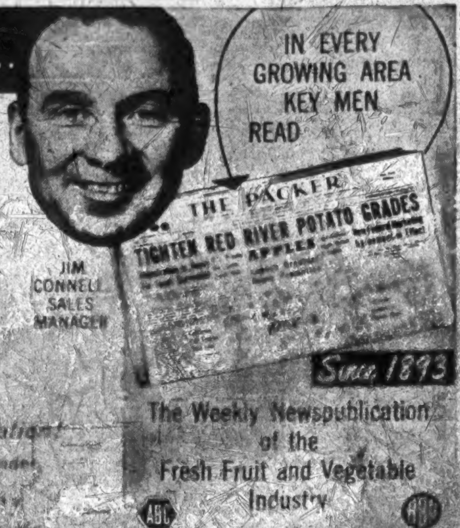
markets can you get such

complete one-paper coverage.

THE MILWAUKEE JOURNAL
375,950 Daily—513,647 Sunday

Member of Million Market Newspapers, Inc.
New York Chicago Detroit
Los Angeles San Francisco

The SENIOR *Fresh*-man says...



It's the BERRIES... *Fresh* PROFITS

in the 7 BILLION DOLLAR
FRESH FRUIT AND VEGETABLE INDUSTRY
MARKET
that BUYS BIG...

Sprayers to shook, rubber bands to refrigeration!

Let me send you rates and our latest area coverage folder

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

The PACKER Publishing Company
201 Delaware Kansas City, Mo.

Wittner Adds Two Accounts

The new plastics machinery division of Producto Machine Co., Bridgeport, Conn., has named Fred Wittner Co., New York, to handle its advertising. Wittner has been Producto's agency since 1954 and was named by Ring Punch & Die Corp., Jamestown, when Ring merged with Producto in 1959. Wittner also has been named to handle advertising for Dresser products, Great Barrington, Mass., producer of nuclear and space materials.

Williams & London Adds 1

Williams & London Advertising, Newark, has been named agency for Joseph Davis Plastics Co., Kearny, N. J., manufacturer of extruded plastic sheeting.

Arkwright Agency Moves

Arkwright Advertising Co., New York, has moved its offices to the [illegible] & Life Bldg.

KRNT-TV is very big in Des Moines

Big in total audience – see all surveys
Big in total adult audience – see all surveys
Big in service to the community – see Central Surveys
Big in [illegible] – five years of dominance – see [illegible]
Big in [illegible] – see Central Surveys
Big in believability – see Central Surveys
Big in local business – see FCC figures
Big in the hearts of people in the community – see the people
Big in sales impact – see Katz

KRNT-TV is Des Moines Television

A COWLES OPERATION

Money Changers (Paper-Type) Liven Vending Convention

MIAMI BEACH, Nov. 8—The theme of the 14th annual convention of the National Automatic Merchandising Assn. is, "Men, Management and Money."

However, after viewing a large showing of vending equipment at the new Exhibition Hall, it should have been called, "the Wonders of Our Electronic Age."

Vending machines, with the latest of electronic devices, can just about change anything but bad habits. ABT Mfg. Corp. and National Rejectors Inc. have incorporated electronic change makers into vending machines which will be on the market this year. For example, put a $1 or a $5 bill into one of these machines, press a button, and out comes a jackpot of coins.

• Universal Match Corp. has a vending machine—it looks like a Rube Goldberg invention—that can sell 36 items at 36 prices, and give change from any combination of $1 and $5 bills and coins up to 50.

Within the next year, Dade [illegible] vending [illegible] will [illegible] in the South Florida [illegible] machines to sell [illegible] and [illegible].

[illegible] a machine that [illegible] anything from [illegible] and [illegible] foods to steaming hot [illegible] for the [illegible] supermarket trade.

[illegible] new simpler contraptions [illegible]

[illegible] machines that serve [illegible] with crushed ice.

[illegible] them up for [illegible]

• [illegible] machines [illegible] merchandiser.

• [illegible] machines [illegible] vending [illegible]

[illegible]

[illegible] the sole [illegible] adjusted to [illegible]

Lennen & Newell Names Five

Lloyd W. Durant, formerly vp and radio-tv director of Parkson Advertising, has joined Lennen & Newell, New York, as an account executive on Best Foods. Jack E. Carver, a former vp and associate media director of Doherty, Clifford, Steers & Shenfield, has been named an associate media director of Lennen & Newell. The agency also has elected three art directors vps. They are Beverley G. Ellis, art director on the Chett-Peabody and Colgate-Palmolive (Halo-Creme shampoo) accounts, and Max D. Johnson and Arnold Nodiff, art directors on the P. Lorillard account.

2 to Management Magazines

Management Magazines, Greenwich, Conn., has named John S. Renouard, formerly with Hilton Credit Corp., to the New York sales staff of *School Management* and Roger L. Appleby, formerly with Industry Publication, to the sales staff of *Management Methods*.

SOLD
BY
THE HERALD

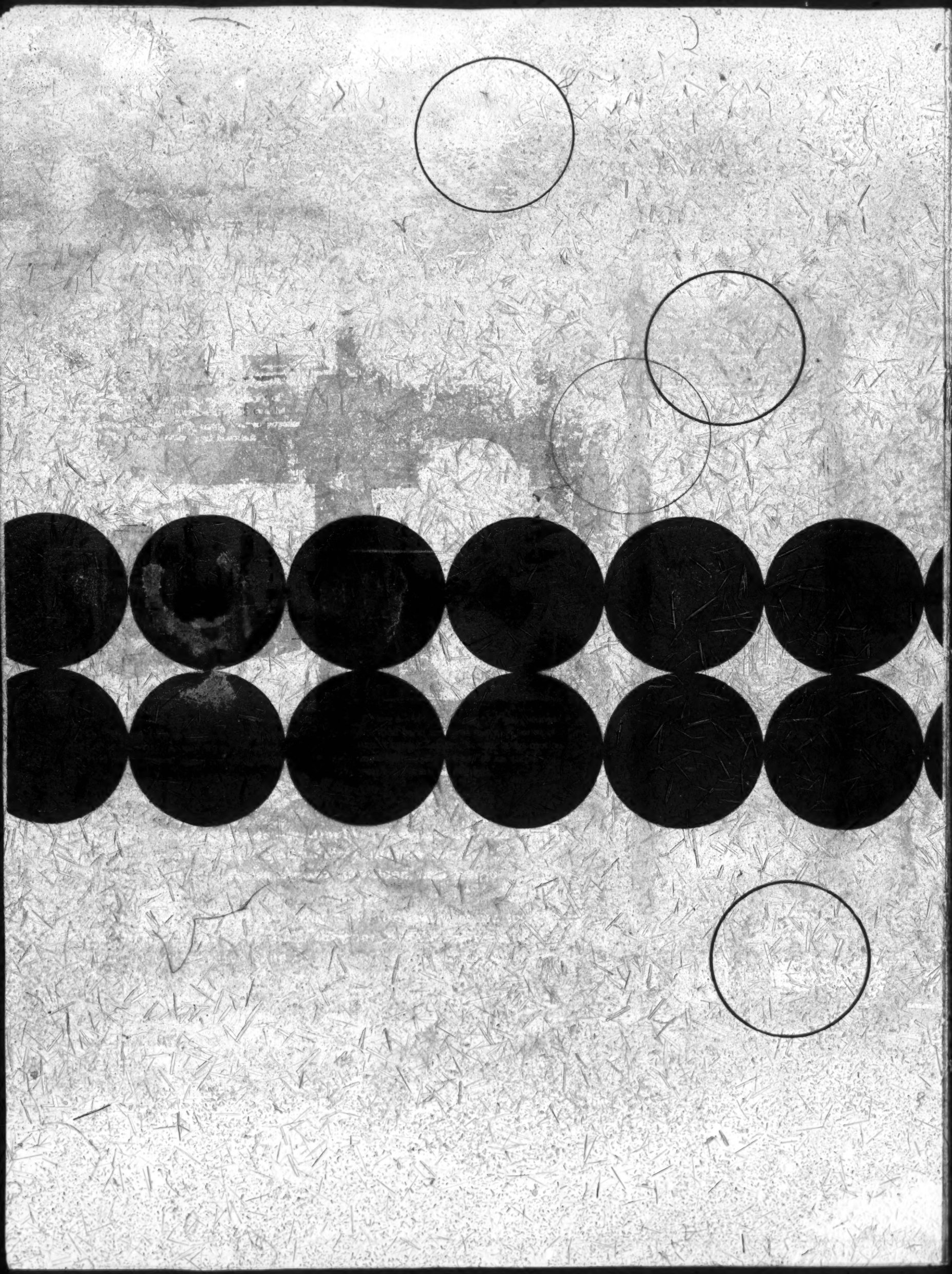
SOLD
BY
THE HERALD

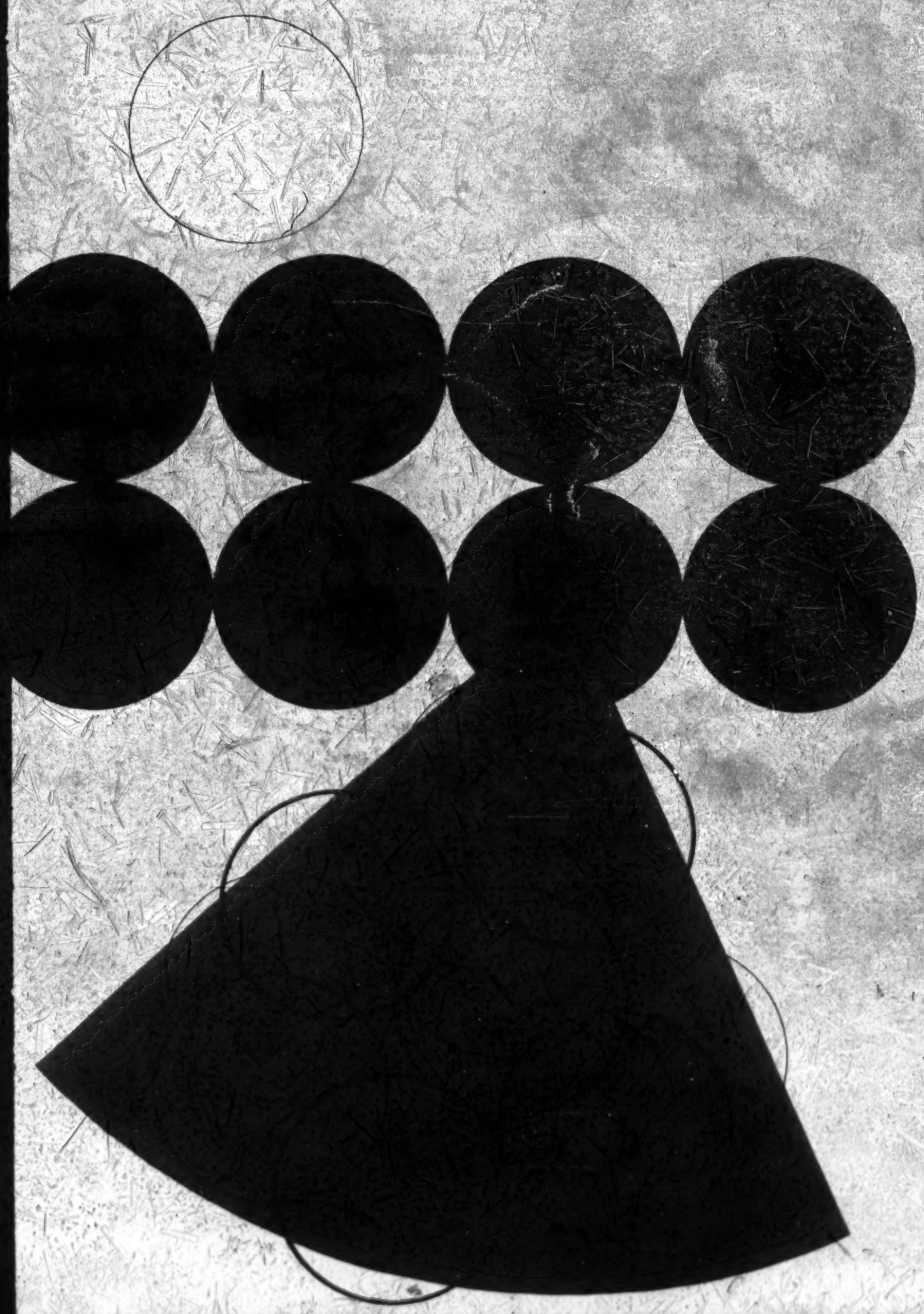
SALES KEEP RISING IN
HERALDLAND
SOUTH'S BIGGEST RETAIL MARKET

Topped $2.65 billion in 1959 ... more than Cleveland or Baltimore Metro County markets ... nearly double Atlanta Metro County area. You can sell **HERALDLAND** at one low cost with the South's biggest and most influential newspapers

The Miami Herald

STORY, BROOKS & FINLEY, NATIONAL REPRESENTATIVES





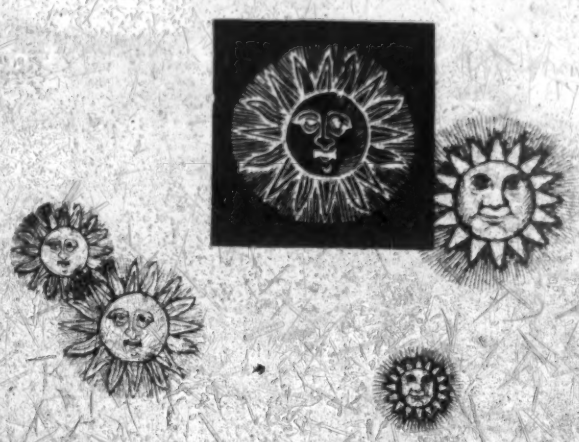
Marketing fact: Less than 1% of all U.S. firms employ more than 100 people. Only 18,770 of these firms are in manufacturing — and they account for 75% of all value added by manufacture. That's concentration.

Take the measure of your market — If you line up your current customers, you'll find that the bulk of your business comes from a relatively small percentage of them. These are the accounts where salesmen concentrate their sales efforts. Your advertising should concentrate, too. Fortune concentrates its circulation among the decision-makers in the larger, more sales-productive companies — the men your salesmen find most difficult to see. It's an important reason why advertising in

FORTUNE

gets results.

The sharpness
and color brilliance
of photoengraved
reproduction has yet
to be surpassed by
any other method.



HM Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Ave., Chicago 13

Kottwitz Agency Names Landry Creative Director: Moves

Robert Kottwitz Advertising, New Orleans, has appointed Tilden Landry creative director. For the past nine years Mr. Landry has operated Tilden Landry & Associates, a commercial art studio which numbered among its clients the Kottwitz agency. Mr. Landry also has been creative director of Bauerlein Advertising and a copywriter at Fitzgerald Advertising Agency. Kottwitz has moved to larger quarters in the Whitney Bldg.

Gregory Joins Coleman-Parr

John J. Gregory has joined Coleman-Parr, Beverly Hills, Cal., as an account executive in the first move of a complete reorganization of the agency's electronics division. Mr. Gregory, who succeeds Rob Robinson, formerly was advertising and sales promotion director of Kierulff Electronics.

REASONS WHY—*This b&w ad, offering a brochure on Kentucky, will appear once in Business Week, U.S. News & World Report, The Wall Street Journal, Steel, Chemical Week and Glass Industry between Nov. 19 and Dec. 6.*

Kentucky Ads for New Plants Double Prospects: Allison

Louisville, Nov. 8—Kentucky's advertising campaign to attract industry is paying off.

The state now has more than twice as many certain industrial prospects as ever before, according to Robert B. Allison, account executive at D'Arcy Advertising Agency. He says that increased Kentucky's industrial promotion account as it rewards the handling the successful ad-vertising campaign of Ky. Gov. Wilson Wyatt, Jr., Adv. 3.

More than 500,000 has been allocated for the next two years to well rounded and fully developed industrial promotion and advertising campaign, including magazine advertising, the greatest part of which will appear in the pages of Business Week, U.S. News & World Report, Fortune, Iron Age, as well as regular use of Ky. newspapers.

The featuring Kentucky's "big advantages" were launched in April. The campaign is now being carried regularly in *American Banker, Business Week, Chemical Week, Cook County Industrial Directory, Fortune, Glass Industry, Industrial Development, Journal of Commerce, Modern Plastics, Railway Age, Steel, U.S. News & World Report* and the *Wall Street Journal*.

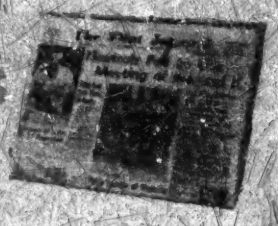
Kentuckiana Television's Bid for UHF Station Gets FCC OK

The Federal Communications Commission has authorized Kentuckiana Television, Louisville, to build and operate a uhf television station in Louisville. Stockholders of Kentuckiana, headed by Louisville business man George E. Egger, include Louisville businessmen and principal officials of WTVW, Evansville, Ind. The group hopes to build the uhf station, carrying American Broadcasting Co. network programs, by the end of 1962.

Motel Group Sets Ad Budget

Quality Courts United Inc., a non-profit motel association, has set a $250,000 budget for 1961 for its first national advertising program. The association members represent nearly 550 motels in all states east of the Mississippi and in eastern Canada. They have agreed to assess themselves 2½¢ per night per room to finance the program. The campaign will run in *Life, Holiday*, trade publications and newspaper travel sections. The agency is Koehl, Landis & Landan, New York.

One of the strongest food-selling newspapers in the country



The Flint Journal sells mountains of food for local merchants every year. In 1959, the total food sales in the Flint Metropolitan Area totaled almost $112 million.

The Flint Journal sells merchandise because it is a strong newspaper. It is read, believed, and gets action in 92% of all metropolitan households every day, and in 75% of all households in the retail trading area.

3,185,448 Lines

In 1959, The Flint Journal carried 3,185,448 lines of retail food advertising. This is more food lineage than was carried by the three Detroit papers combined . . . a great testimonial to Journal power!

Flint's Only Daily Newspaper

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

The TEXAS GROUP

A POWERFUL ADVERTISING PACKAGE

SELLS THE VITAL TEXAS MARKET!

5 GREAT TEXAS NEWSPAPERS IN TEXAS' 5 DOMINANT CITIES

BEAUMONT ENTERPRISE AND JOURNAL
DALLAS TIMES HERALD
FORT WORTH STAR-TELEGRAM
HOUSTON CHRONICLE
San Antonio Express AND NEWS

COVER 153 COUNTIES DAILY

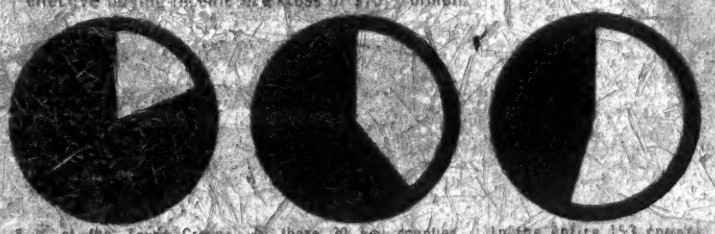
874,260 CIRCULATION

AT DISCOUNTS TO 23%

ONE ORDER-ONE BILL-ONE REPRESENTATIVE

THE POINT OF DECISION • THE AREA OF INFLUENCE

The Daily Picture—Average 58% coverage of a $10½ Billion Market Daily the Texas Group reaches 153 counties with 10% or better coverage of effective buying income in excess of $10½ billion.



82% of the Texas Group total daily circulation is in the 10 big city counties.

In these 30 key counties the Texas Group reaches an average of 61% of the households daily.

In the entire 153 county market, the Texas Group covers 46% of the households daily.

The Sunday Picture—Average 41% coverage of an $11 Billion Market Sunday, the Texas Group reaches 173 counties with 10% or better coverage of $10,936,365,000 effective buying income.

77% of the Texas Group total Sunday circulation is in the 10 big city counties.

In these 30 key counties the Texas Group reaches an average of 55% of the households Sunday.

In the entire 173 county Sunday market, The Texas Group covers 41% of the households Sunday.

The Corpus Christi Caller AND Times (OPTIONAL)
33¢ per line daily or Sunday

Corpus Christi is America's 10th largest seaport and one of the Gulf Coast's brightest and handsomest resorts.

The Corpus Christi Metropolitan Area boasts a population of 219,000, rings up 254 million dollars in retail sales. America's largest Naval Air Station is in Corpus Christi, adding millions to the income and buying power of the area. Supporting the port is a new industrial complex of oil refineries, petrochemical plants, aluminum and zinc smelters and grain refineries. The Corpus Christi Caller-Times, the only newspaper serving this area, offers over 90% daily coverage of the Metropolitan Area.

With Corpus Christi, the Texas Group circulation goes over the 900,000-mark (Sundays) and is nearing the million mark (daily). With Corpus Christi's extra "10% or better counties," the Group's percentage of the entire State's sales potential reaches the 70% bracket—74% of the State's population, 71% of its Spendable Income, 71% of its retail sales.

THE LARGEST NEWSPAPER GROUP IN THE NATION

874,260 Daily Circulation • 830,500 Sunday Circulation • Represented Nationally by The Branham Company

Sell the entire Greater St. Louis market through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan (Carbondale, Harrin, Murphysboro)

For further information about the St. Louis and Illinois Interurbia Market ... write, wire, or call the advertising manager of any of the newspapers in the group.

Smith/Greenland Names Two

Robert W. Tannehill, formerly with Compton Advertising, has joined Smith/Greenland Co., New York, as vp and marketing director and an account supervisor. Stanley Kohlenberg, formerly with L. W. Frohlich & Co., has joined the agency as an account executive.

666 Plastic Lure to Hall

666 Plastic Lure Co., Branson, Mo., manufacturer of plastic fishing lures, has named Hall, Haerr, Peterson & Harney, Jefferson City, Mo., as its agency. Neds, Wardlow & Bass, Springfield, Mo., is the previous agency of record.

Miller Joins Universal-Rundle

Carl E. Miller has been appointed director of advertising and sales promotion of Universal-Rundle Corp., New Castle, Pa., manufacturer of plumbing fixtures. He formerly was a creative vp of Meek & Thomas, Youngstown, O.

British Dominate Ad Selections in New 'Modern Publicity'

NEW YORK, Nov. 8—The 30th annual edition of "Modern Publicity" has been published by Studio Books, London.

Distributed in the U.S. by Hastings House at $9.95, the 1960-61 annual reproduces 475 examples of advertising art from 28 countries—70 of them in color.

As is customary with this handsome volume, the Europeans, particularly the British, dominate the selections. For example, the poster section carries some 130 examples, only five of them from the U.S.

■ In a brief section on television advertising, British commercials account for 11 of the 17 selections. And the two examples from the U.S. turn out to be not tv ads—but program titling, one for a motion picture ("Anatomy of Murder") and one for a television series ("Richard Diamond, Private Detective").

Advertising agency credits show London Press Exchange heading the list with 15 examples. J. Walter Thompson Co. gets eight credits—five from its London office and three from its Bombay outpost. Doyle Dane Bernbach Inc., inveterate winner of advertising art awards, strikes out.

In an editor's foreword, Wilfred Walter says:

"To manufacturers reading this foreword I beg of you go to qualified artists and designers, use specialist typographers and remember top-grade advertising agencies use only top-grade men. Don't make do with second best because it's cheaper. Get the best and [illegible] your way through until you get only the best. Your sales will then rise and you will find it has finally paid off to advertise."

■ It should be pointed out that the editor [illegible] his selection from contributions sent to him in London. [illegible] in the current edition material "from all countries," and he notes that television advertising entries are particularly [illegible].

U.S. advertisers, agencies and designers interested in being represented in the next edition must hurry. The deadline for receipt of examples in London is Nov. 14. The address: Modern Publicity, [illegible] London.

Jantzen Schedules Largest Campaign in its History

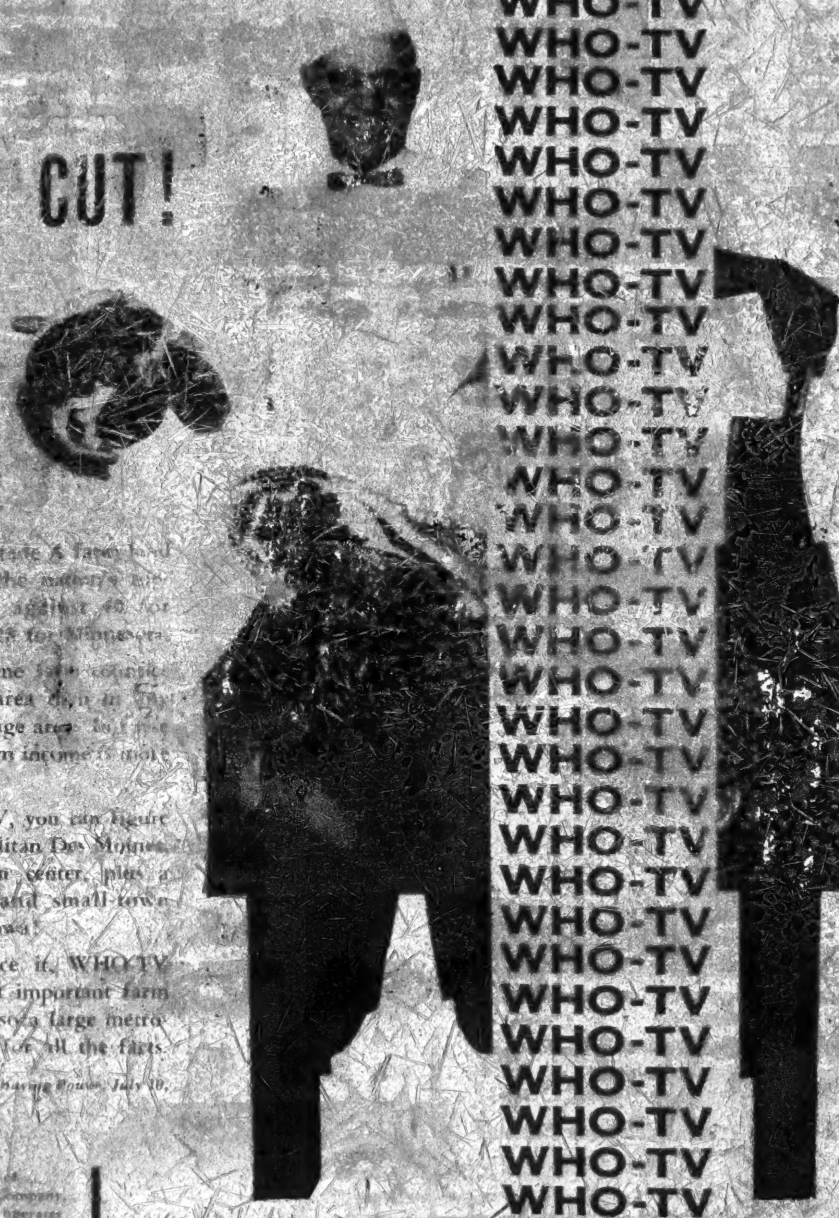
Jantzen Inc., Portland, Ore., will back its 1961 women's summer-wear lines with the strongest advertising and promotion schedule in its history. Four-color bleed spreads are slated for the November issues of The New Yorker and Vogue and in the New York Times. Color pages are scheduled for Cosmopolitan, Glamour, Harper's Bazaar, Mademoiselle, McCall's, Photoplay, Redbook and Seventeen.

Strong emphasis is also being placed on trade advertising in California Apparel News and Women's Wear Daily. Highlight of the campaign will be the use of a one-minute filmed commercial in drive-ins, four-wall movie houses and on local television.

Burley Gets Perfumes

L. M. Parker Co., Montreal distributor, has named Burley, Norman, Craig & Kummel, Toronto, to handle advertising of Chanel, Bourjois (Evening in Paris) and Little Lady. In the U. S., Norman, Craig & Kummel handles Chanel; Lawrence C. Gumbinner Advertising has Bourjois and Little Lady. F. H. Hayhurst Co. is the previous Canadian agency on the perfume account.

BUY THE CHOICE CUT!



[illegible] 25% of all the Grade A farm land in America, has [illegible] of the nation's top-income farm counties as against 40 for Illinois, 29 for California, 28 for Minnesota.

There are more top-income farm counties in WHO-TV's 57-county area than in any other U. S. television-coverage area. In these [illegible] counties, the average farm income is more than $[illegible] per year!

When you buy WHO-TV, you can figure that you're buying Metropolitan Des Moines, Iowa's largest metropolitan center, plus a big billion-dollar farm and small-town market [illegible] in Central Iowa!

No matter how you slice it, WHO-TV gives you the nation's most important farm market in which there is also a large metropolitan center. Ask PGW for all the facts.

Source: Sales Management Survey of Buying Power, July 10, [illegible]

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines; WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

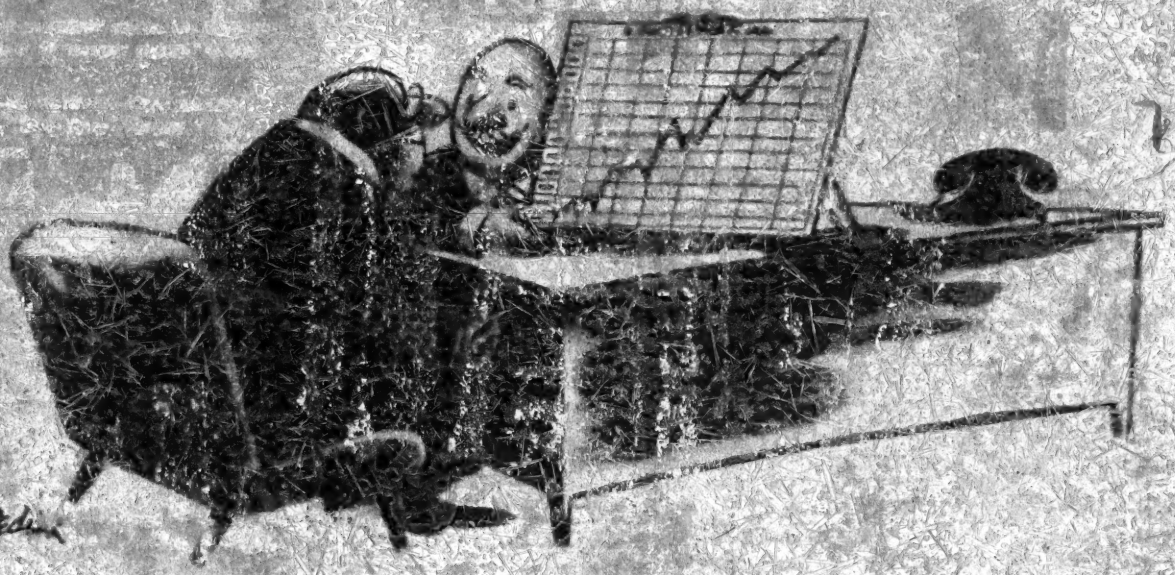
NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

THE NEW YORKER creates

Copyright 1937, The New Yorker Magazine, Inc.



"Let's have two copies made. We shall frame it for our homes."

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

KLZ of Denver... Salutes...
A Radio-Active Business Executive

Lloyd King, who started a small Denver grocery store in 1934, and now, in his ever-growing chain of King Soopers has just opened the largest Super Market between Chicago and the Pacific Coast.

"Our sponsoring quarter-hour portions of The Art Gow Show, and use of live announcements in The Pat Gay Show and The Johnny Wilcox Show over KLZ has played a very important part in our expansion in Colorado," Mr. King says.

Let KLZ-Radio pre-sell for you in the Denver-Rocky Mountain area.

Lloyd King

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

"If your diet does not provide all the help and energy you should have, perhaps this message by a foremost nutritionist can help you find."

Relief From Tiredness!

By Dr. Corinne Prudence, Ph.D.

There is an African tribe called the Masai whose diet includes large amounts of protein foods. Add pains to the Masai as a tribe of vegetarians whose diet is provided by a lot of protein is a striking example of man's need for essential nutrients. Especially those foods that most closely resemble the composition of his own body — which is largely composed of protein. In the United States today there are few cases of an extreme lack of an essential nutrient. However, there are people whose diets do not adequately support a feeling of good health.

Usually the first hint of this condition is tiredness and a general lack of enthusiasm and energy to enjoy life to it as being truly "full

down" going through what seems like a normal daily routine, but not really enjoying living. It's a great deal like attending a film concert and not being able to hear the full range of music.

Whatever getting into the overall discussion on balanced meals, I'd like to single out one of the chief culprits of the American diet—the "starch and sugar break." We don't call it that, of course, but when you consider the foods we take during typical between-meal snacks, that is all it amounts to.

Dr. Corinne Prudence, Ph.D. is nutritionist, author and lecturer on nutrition and nutrition consultant. He has published many books and numerous articles on nutrition, and his radio broadcasts have been aired continuously since 1947. In the New York area he presently may be heard on WOR at 7:45 P.M. and 1:45 P.M.

Fortunately, there is a most effective and delightful solution. Change your usual coffee, soda or candy break to a Bovril break. Even if your choice of mealtime foods remains the same, the addition of Bovril between meals may do wonders for your body's nutritional needs. By drinking Bovril, you get not only a delicious, stimulating hot beverage that provides a good warming, satisfying pick-me-up — Bovril's high concentration of important vitamins and protein keeps you going.

Most people wrongly believe that energy comes only from sugar and starch—the high calory foods. Actually, the calories from sugar and starch are often "empty" calories. So labelled because they are like candles without wicks. There's potential energy there, but you can't release it. The needed wicks missing from the empty calory foods are minerals and proteins. In contrast, Bovril is rich in protein calories which provide the spark that doesn't fizzle out in a short while—but is a sustaining fuel for the body. That's one reason why a meal-and-"sticks to the ribs." It's why the meat and other protein cores by an athlete during training are more important than the "quick" energy calories he takes immediately before competing.

Because of its value as both a stimulant and excellent source of nourishment, Bovril has been the companion of explorers throughout the world. It was with Scott during his explorations of the South Pole, with mountain teams on the glaciers of Everest, with submarine crews cruising the Bikini Seas and with pioneers flights across the Atlantic. Explorers, soldiers, athletes — men who require strength and endurance — have long recognized the benefits of Bovril.

Bovril cannot be likened to a bouillon cube — it is very far from being only water with a dash of beef flavor. Bovril is 50% beef in high concentration. It takes 16 pounds of beef to make a pound of Bovril. Bovril will be thoroughly covered by extensive advertising. And a cup of Bovril breaks only be prepared in a few moments by simply adding a teaspoon of Bovril to boiling water. Bovril's hearty flavor and long-lasting the secret ingredient in the snacks, grazes and meals of famed chefs.

If there is one food that I can recommend to you to help you feel better and get more enjoyment out of life, it's Bovril. Put it on your family into the Bovril habit real soon. Let Bovril remind you that what a good bet you can be good energy aids. You will find the friendly little jar of Bovril on sale at your favorite food market.

NUTRITION—*This spread in the December New York metropolitan area edition of Reader's Digest, plus small space newspaper ads, will launch the 1960-61 ad drive for Bovril beef concentrate. Newspapers and radio will also be used. Paul Small Advertising, New York, is the agency.*

HOW'S YOUR BRAND DOING IN DETROIT?

1960 TOP TEN BRANDS CONSUMER SURVEY

from

The Detroit Free Press

The first comprehensive [illegible] guide in the Greater Detroit Market, [illegible]

It is the Detroit Free Press' Top Ten Brands study of the greater Detroit market. It provides [illegible] up-to-date and complete data on:

Current 1960 Brand Preference [illegible] products and services in the Detroit market.

Profile of the Free Press market [illegible] people, their socio-economic characteristics and their buying habits.

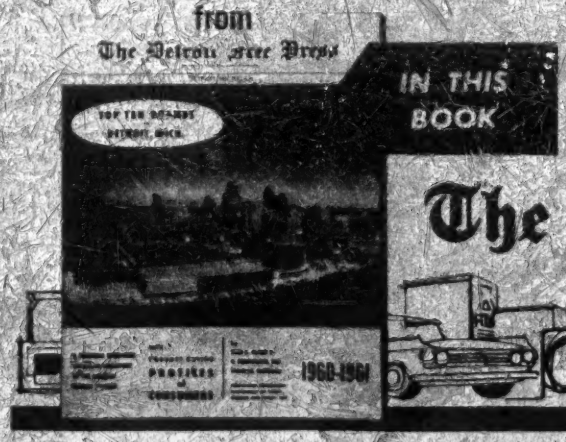
You'll find this "package of facts" a valued guide to sound marketing decisions for this area.

Take a good long look at America's Sixth Market today! Write, wire or phone for your copy of Top Ten Brands in Detroit, Michigan and get:

A complete profile of your customers and prospects in Detroit.

Continuing brand purchase data for 130 food, soft goods, durable, household and drug products, plus key service items.

Basic guideposts to sales-building, advertising and marketing in the prosperous Detroit area.



The Detroit Free Press

Michigan's Only Morning Newspaper

National Representatives: Story, Brooks & Finley

Seize Ad Pencils With Uranium Ore as Health Hazard

BUFFALO, Nov. 8—The Erie County health department ordered the seizure of about 500 advertising pencils which contain "potentially dangerous" capsules of uranium ore.

Dr. Warren Winkelstein Jr., city health commissioner, said the uranium would make children ill if they opened the capsule and swallowed the substance.

The pencils were seized at a Chicken Delight restaurant, which opened last month. It is part of a chain of 250 restaurants across the country. The eight-inch yellow pencils are distributed free at the opening of new restaurants in the chain.

Tests indicated the gray, powdery ore was toxic and posed a significant hazard if ingested by a child," Dr. Winkelstein said.

An eraser at one end of the pencil seals the clear, inch-long plastic capsule of ore. If the eraser came off, the uranium would be released.

Radioactivity in the ore capsules is low and constitutes no danger if unopened, it was reported.

J. P. McDermott, general manager and controller of the chain, contacted in Rock Island, Ill., said that the company had no idea that such a hazard existed and will discontinue them. #

Fletcher Richards Names 2

Fletcher, Richards, Calkins & Holden, New York, has named George Ouellette an account executive and Richard E. Fisher vp and director of a new public relations department. Mr. Ouellette formerly was with Grey Advertising Agency. Mr. Fisher joined Fletcher Richards last March from the American Petroleum Institute.

Troy Fabrics to Feeley

Troy Blanket Mills, Troy, N. H. has consolidated all its advertising with Feeley Advertising Agency, New York, by transferring promotion of its fabrics division from North Advertising, New York. Feeley Advertising Agency has been handling the promotion of other Troy divisions, including its synthetic felts.

'Digest' Edition Hikes Rates

The overseas military edition of the *Reader's Digest* will move up its advertising rates next year, in line with an increase in the circulation rate base from 110,000 to 120,000. Effective with the March issue, the one-time b&w page rate will be $960, compared with $855 currently.

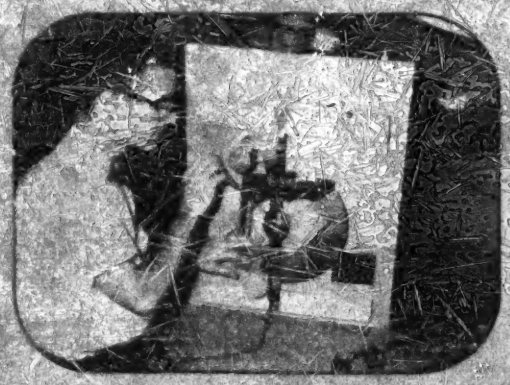
Modern high speed presses, four-color and two-color units, in the Fair Lawn, N. J. plant of Elnson-Freeman Company.

Largest creative staff in the industry – art directors, artists, engineers and designers.

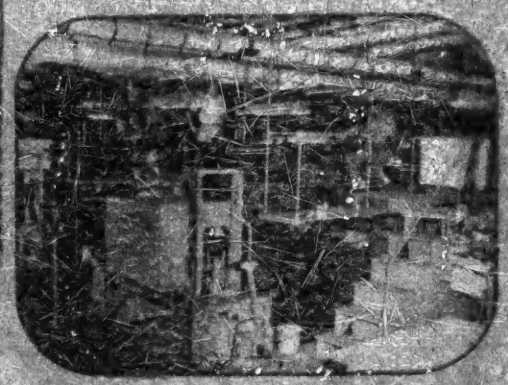
Huge negative mounted on glass is printed on sensitive plate to be processed for press.

Designing permanent cosmetics counter merchandiser, of plastic, wire and wood.

Sculptor makes molds for vacuum forming colorful lithographed vinyl sheets.



Design engineer works on production dummy of light and motion display.



Dual mounting machine glues 8-color sheet to board in a single operation.

Skilled handworkers assembling complicated plastics motion display.

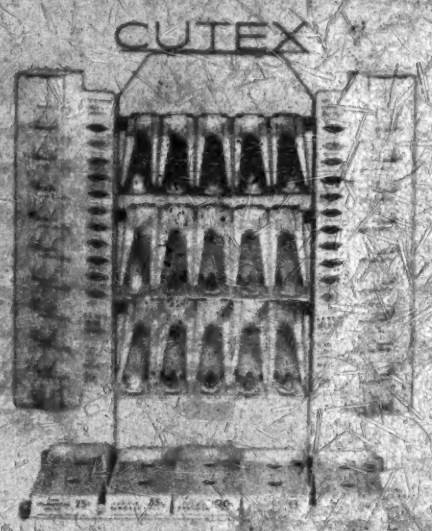
What's behind this man?

Pepsi-Cola—Attractive lithographed background. In foreground, a metal table with composition top, holds actual bottles cooling in plastic ice.

Rheingold Beer—Lithographed portraits of Miss Rheingold candidates, product facsimiles and signs, are mounted on corrugated board. With upright wires, separate elements can be combined in any arrangement to fit available space. Used in recent Miss Rheingold Contest.

Hamilton Watch—Pyramid background and dramatic use of lights, with merchandise back-lighted, makes outstanding holiday display. Concealed lamp lights star.

Dash Dog Food—Very successful premium promotion. Vacuum formed wall plaques sold for $1, with product labels. E-F has been devising resultful premiums since 1932.



Cutex—Injection molded plastic counter merchandiser holds and displays full product line. Helps women in selecting cosmetic colors and types.

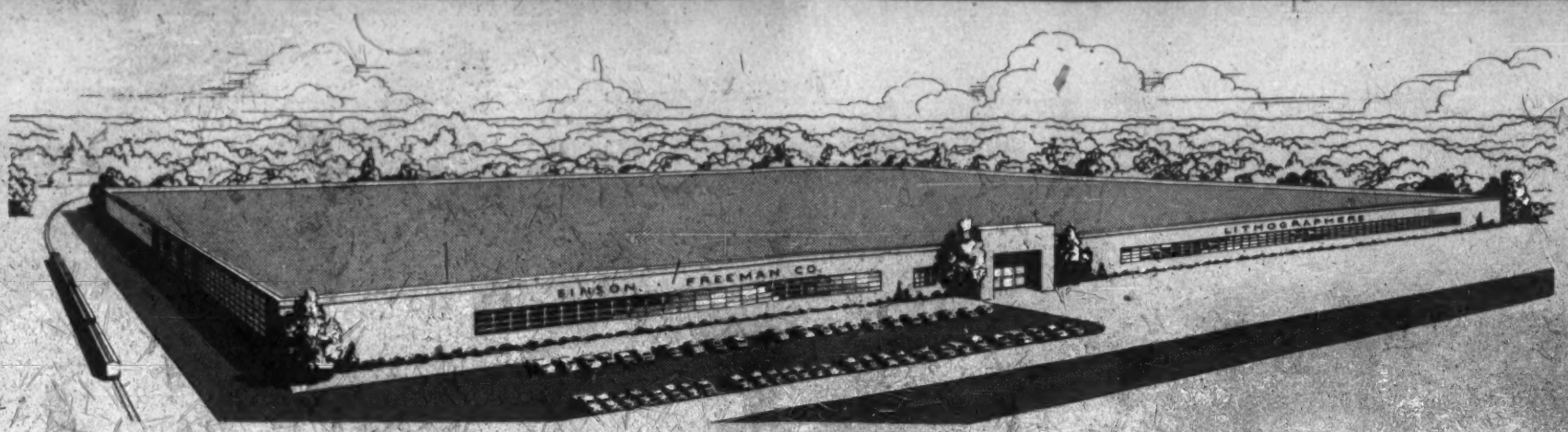
Carpet—Lithographed harness, in bamboo cage, constituted pioneer carpet display in department stores. Elicited questions, with answers supplied on eye-level panels.

Sheaffer Pen—Lighted moving book with turning pages is an animated counter catalog, giving eight times the display that could be otherwise obtained in same area.

Smirnoff Vodka—Lithography and rubber plate printing with Dayglo inks, on corrugated made a display that gave lift to Smirnoff sales.

Four Roses—Plastic counter mat with sponge rubber backing. One of a series of attractive counter mats that affords customer convenience, meets dealer's needs.

Squirt—Vacuum formed plastic and Dayglo display, for back of bars and fountains. Held in place with adhesive sponge rubber. Easy to clean, stays up a long time.



If he's an Einson-Freeman man—

He is backed—by a fifty-year-old company . . . which has had more experience in producing effective displays than any other organization.

By the strongest creative staff . . . in the display field. Einson-Freeman has a staff of twelve art directors whose designs have won 109 LPNA awards (out of a possible 400) in the last ten years. This E-F staff has also commissioned some of the best known artists and photographers, such as Norman Rockwell, Paul Hesse, Albert Gommi, and others.

By a group of engineers . . . specialists in display construction whose advance planning assures more serviceable, durable displays and production advantages to lower costs. In our group are experts in motion, employing motors, springs, heat, light, and gravity in the design of efficient mechanisms that make superlative animated displays.

By research and merchandising . . . which includes current information on the competitive status of products in the same classification, more traffic, distribution problems, packaging, marketing methods, and buying policies. This merchandising background insures maximum utility, effectiveness, and acceptance for the displays we produce.

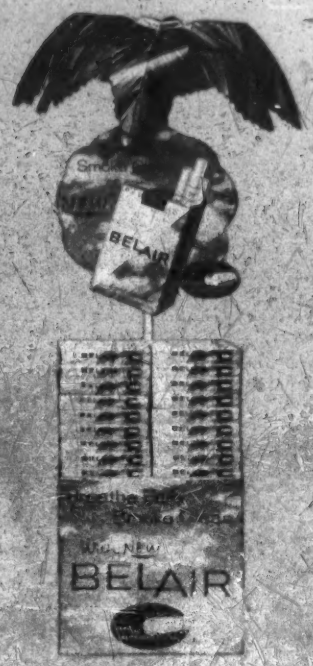
By efficient manufacturing facilities . . . including a fully integrated plate-making department with fourteen dot etchers, a battery of four-color presses, duo mounters, varnishers that handle full-size mounted sheets, automatic die cutters including a complete steel rule fabricating department, and complete assembly facilities for all types of displays—plastic, wood, wire, metal, glass or any combination of materials.

In summary, your complete display, from rough sketch to finished product, in hundreds or thousands, can be produced **entirely in one plant**—with subsequent savings in time and money.

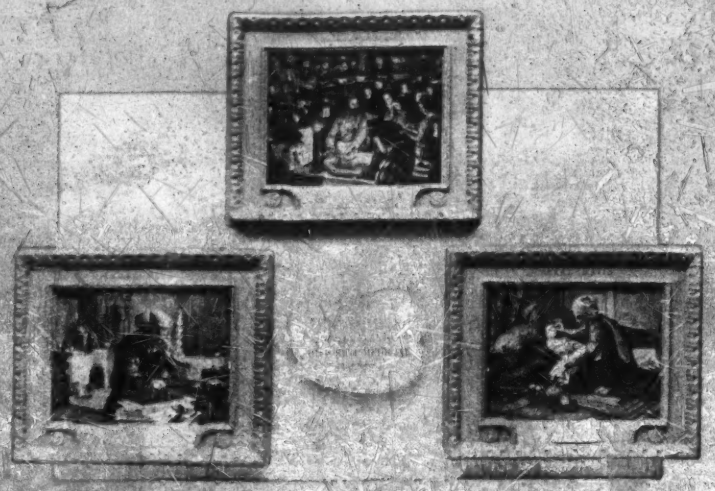
Our customer roster of blue chip companies over the years is ample evidence that Einson-Freeman produces the best in point-of-purchase.

Top Brass—This display is corrugated board, encased in paper-thin metal which has been lithographed. Name plate at top is vacuum formed plastic. Easily cleaned. Displays and merchandises whole cosmetics line.

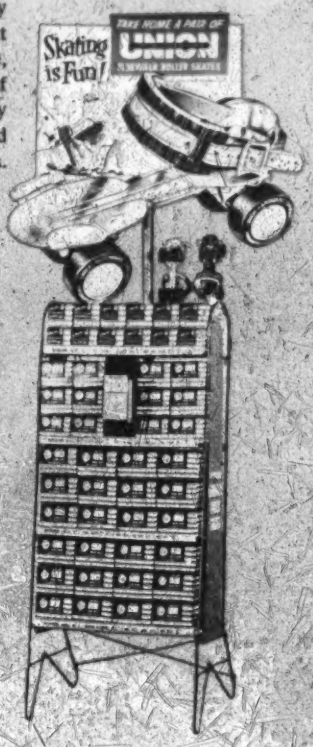
Revlon—Beautifully lithographed counter display for Aquamarine line. This display is a self-shipper, comes with the products. The top of the display has silver flitter, to reflect light and get attention.



Bel Air—Giant lithographed palm tree rises over corrugated bin that holds sixty cartons of cigarettes. This dramatic display won a LPNA award.

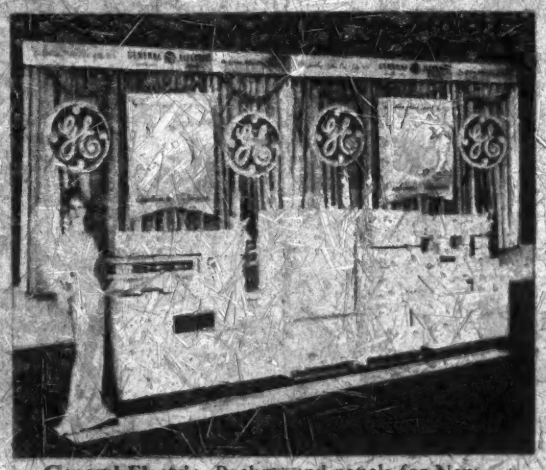


Parke Davis—Lithographed pictures in the History of Medicine series, with vacuum formed frames, can be grouped to fit space available. This series was so popular that it had to be allocated to stores and hospitals.



Union Hardware—Sturdy wire rack, topped with a giant lithographed roller skate, holds a complete stock of skates. With a Golden Key promotion, this stand boosted skate sales.

Hamm's Beer—Turning, lighted display, topped by vacuum formed figure of trademark, and light chief trough below trademark, made a striking floor stacker for beer 8x packs.



General Electric—Background panels for New GE Golden line. Lithographed panels and figure, vinyl floor runners, vacuum formed plaques, and gold paper drapes, make a striking display.

Flying A—Motion display for gas stations. Cartoon head and eyes move. A series of lithographed designs fit the same motion mechanism, give variety to an entire year's program of displays.

Hunt's Catsup—Roll-up display, with panel packed in tube standard. Easily set up with anchor stand. Can be carried and installed by salesmen, and is an effective sales maker in any location.

We sell ideas that sell goods—in displays that extend your advertising and give your product distinctive representation at the point of sale, remind, suggest, arouse impulses, and make combination sales.

Year after year, the country's leading merchandisers come to Einson-Freeman for the final extra stimulus that gives invaluable impetus to sales; the competitive plus in marketing. The ingenuity, experience, success, and all the various reproduction facilities of Einson-Freeman may be able to make a worth-while contribution to your merchandising programs and to your sales growth. Write or phone RAvenswood 9-8900—to Robert Clayton, General Sales Manager.

EINSON-FREEMAN Co., Inc.
Starr & Borden Avenues, Long Island City, New York
166 East Superior St., Chicago, Ill., Mohawk 4-6543
310 West Congress St., Detroit, Mich., Woodward 3-0140
8216-18 Beverly Boulevard, Los Angeles, Calif., Olive 3-8980

Spaghetti Maker Launches Sauce With Dinner Offer

SEATTLE, Nov. 9—A free spaghetti dinner for four is offered by Mission Macaroni Co. in a new promotion just launched in five states.

Newspaper advertising, both two-color and b&w, is used to carry the backbone of the campaign. This is supplemented by tv spots, bus cards, and Marketcasters in-store advertising.

The promotion is keyed to the introduction of a new product, spaghetti sauce, and an improved new-process spaghetti. A consumer buys two cans of the sauce and a package of spaghetti, mails the package and can labels to Mission Macaroni, and is refunded 60¢, which the ads indicate is the aver-

age shelf price. Spaghetti sauce is the first canned product that Mission has offered.

■ Newspaper promotion uses two-color 1,000-line ads and 630 lines in b&w, with the following papers on the schedule:

In Washington: *Seattle Post-Intelligencer; Seattle Times; Spokane Chronicle* and *Spokesman-Review; Tacoma News Tribune; Walla Walla Union Bulletin; Wenatchee World*, and *Yakima Herald* and *Republic*.

In Oregon: *Eugene Register-Guard; Klamath Falls Herald & News; Medford Mail Tribune; Oregon Journal; Portland Oregonian; Salem Capital Journal* and *Oregon Statesman*.

In Idaho: *Boise Statesman* and *Lewiston Tribune*.

In Montana: *Billings Gazette; Butte Post; Great Falls Tribune;* and *Missoula Sentinel*.

In Alaska: *Anchorage News* and *Times*.

Tv spots are carried on KREM, Spokane, and KING, Seattle, with other outlets being arranged. Transit cards are used in Portland, Seattle, Spokane and Tacoma.

Tasket-Hogle is the agency. #

Brownberry Unit to Reeves

Brownberry Ovens, Oconomowoc, Wis., has appointed Knox Reeves Advertising, Minneapolis, to handle advertising for its baked goods product division. Advertising has been placed direct for the past year and prior to that was handled by Clinton E. Frank Inc. Billings last year were $200,000.

Peterson Adds Elder Co.

Milton G. Peterson, Chicago, has been named agency for Paul B. Elder Co., Bryan, O., manufacturer of ethical pharmaceutical specialties.

McCurry, Letscher Boosted

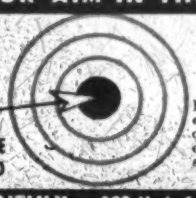
Chrysler Corp., Detroit, has appointed Robert B. McCurry Jr. general sales manager of its Plymouth-De Soto-Valiant division and Edward P. Letscher director of dealer-enterprise marketing services for the corporate automotive sales group. Mr. Letscher was formerly general sales manager of the Plymouth-De Soto-Valiant division. Mr. McCurry joined Chrysler in 1955 as assistant sales manager of the Dodge division and until recently was director of dealer enterprise.

Lau Blower Names Nance

Glen Nance, former sales promotion writer with Dayton Tire & Rubber Co., has been appointed assistant advertising and sales promotion manager of Lau Blower Co., Dayton.

HOW'S YOUR AIM IN THE CHURCH MARKET?

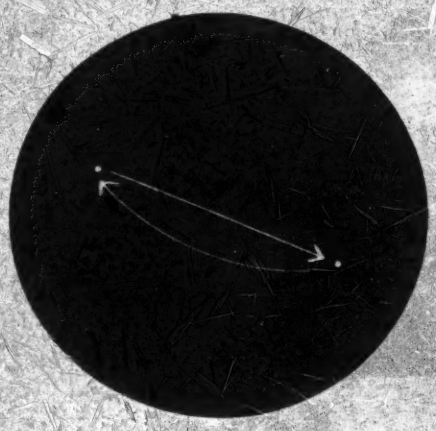
YOU CAN'T MISS when you use the LEADER in the CONSERVATIVE PROTESTANT FIELD



Moody Monthly gives you CONCENTRATION and COVERAGE

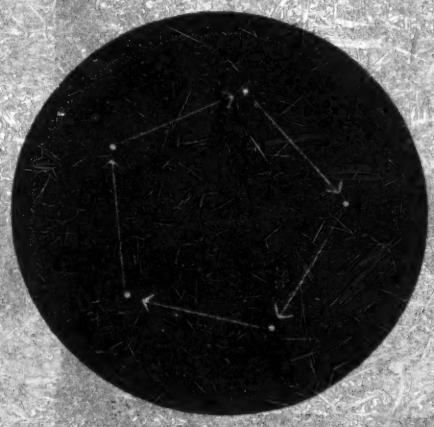
It's *big*—100,000 paid, reaching leaders in 60,000 conservative Protestant churches. It's influential—edited specifically for conservative Protestants since 1900.

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

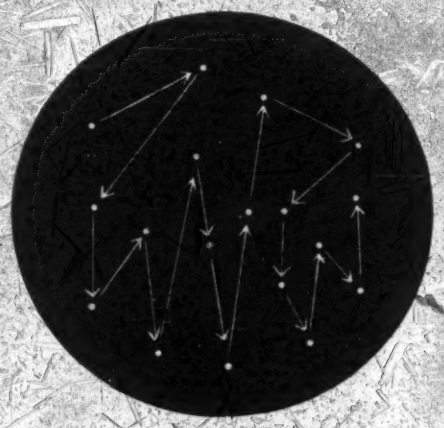


Single Show Displays—North American picks up your display, gets it to the show on time . . . giving your personnel plenty of time to get ready for the crowds. When the show's over, we return it to your plant.

Short Term Series—You give us your schedule . . . we pick up the display and make all time and travel arrangements—storing between shows if necessary—and then return the display to your plant.



Which of these Display Shipping Services will give you lowest cost per exposure?



Long Term Series—We assign driver and van (as many as needed to exclusively handle your display), and pre-arrange all time and travel arrangements. This service is available nationally or internationally.

When you invest in a display—exposure is what you want for the payoff. North American Van Lines has assisted many firms in developing display itineraries, both in the U. S. and abroad. This "mobile merchandising" brings your sales story to your customers when and where your plans require. Just design your display and pick your spots, and North American's display service will give you a new dimension in promotion planning.

Ask your traffic manager, your local North American agent or write our World Headquarters in Fort Wayne for complete details.

NORTH AMERICAN VAN LINES
WORLD WIDE MOVERS
Dept. 25-4, Fort Wayne, Indiana

TABLOIDS

Dealer Imprinting Our Specialty

Any Amount — As Required
ALSO—MAGAZINES, CATALOGS, FOLDERS

SERSEN'S IMPRINTING
120 So. Sangamon Street
Phone: CH 3-2050 Chicago 7, Ill.

Greece Names Bennett

The National Tourist Organization of Greece has appointed Victor A. Bennett Co., New York, to handle its advertising in the U. S. The agency's pr subsidiary, Bennett Associates, has also been retained. The campaign will be designed "to help make Greece better known not only as a country of ancient monuments but as a major tourist attraction situated in a comfortable year-'round climate amid science wonders and colorful special events."

Best Buy in Ohio.: 12¢ per thousand
Sterling 9.3 T.A.B. rating
OUTDOOR ADVERTISING CO.
an H. H. SEFF CO
56 N. Summit St. Akron, Ohio

Colibraro McLean Kettler

OFFICERS—*Scott McLean, general sales manager, WLW, Cincinnati, has been elected president of Quality Radio Group. Other new officers are Stanton P. Kettler, exec vp, Storer Broadcasting Co., vp, and Daniel D. Calibraro, assistant to the general manager and manager of public relations, WGN Inc., Chicago, secretary-treasurer.*

Five More Dailies Adopt Frequency, Volume Discount Plan

CHICAGO, Nov. 9—The *Denver Post*, *Toledo Blade* and *Times* and *Harrisburg Patriot* and *News* will offer national advertisers and agencies discounts based on the Continuity-Impact-Discount plan, effective Jan. 1.

The plan for the five dailies follows closely C-I-D plans originated a year ago by the *Louisville Courier-Journal*, Moloney, Regan & Schmitt, representative for all five dailies, told ADVERTISING AGE.

Bulk linage discounts will range from 1% on 1,000 lines to 15% for 200,000 lines. Frequency discounts will range from 4% for 12 out of 13 weeks with 300 lines a week to 16% for a full-page schedule of 48 weeks out of 52. #

Heritage Names Haddix

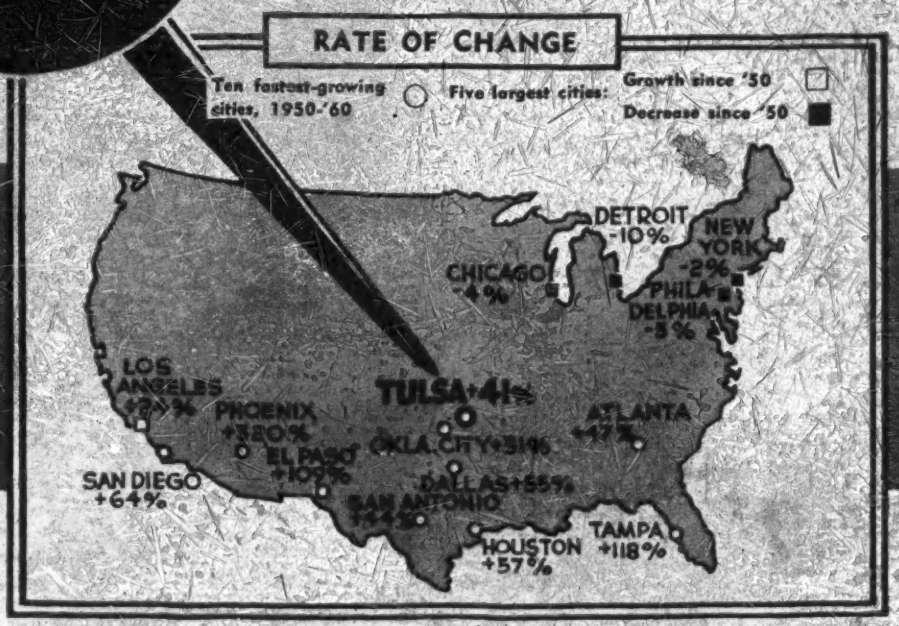
Charles E. Haddix has been named western manager of Heritage Stations Representatives, which handle fm stations. He was formerly western manager of Forjoe, radio and tv representative. West Coast headquarters of Heritage is in San Francisco.

Head Ski Names VanSant

Head Ski Co., Timonium, Md., manufacturer of metal skis, has appointed VanSant, Dugdale & Co., Baltimore, to handle its advertising. Hockaday Associates, New York, formerly handled the account.

THIS IS TULSA:

GROWING FASTER THAN LOS ANGELES!



Tulsa is not only one of the 50 largest cities in America, it is also one of the 10 fastest-growing in this group. Its 41% spurt in population between 1950 and 1960 helped Tulsa jump over such well-known cities as Richmond, Providence, Syracuse, Jacksonville and Dayton, Ohio. Want further proof of our booming gains? Of the nation's 189 Standard Metropolitan Areas, Tulsa went from 76th place in 1950 to 59th place in 1960! Present metropolitan area population is 414,117; Effective Buying Income totals $772,182,000. And the fabulous Magic Empire (Tulsa's trade area of 40 counties in Oklahoma, Kansas, Missouri and Arkansas) now has an Effective Buying Income of $2,228,627,000!

The Tulsa World and Tulsa Tribune, covering the 40-county Magic Empire like a blanket, can help you reach this vast, rich market.

These newspapers are the preferred Advertising Mediums of progressive marketers—proof? The Tulsa World and The Tulsa Tribune carry more advertising than any other newspaper in Oklahoma, and can offer top-flight mechanical facilities, including full ROP color.

TULSA WORLD **TULSA TRIBUNE**

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

SETTING THE STAGE FOR SALES. CCA's Display Division applies its integrated forces of imaginative structural and graphic design, color and market research to displays that give your product an extra dimension at point-of-sale. Dominating three-dimensional spectaculars, display-shippers, counter displays, shelf extenders and paperboard premiums are among these sales-producing aids. To pack it—move it—sell it is the business of CCA packaging.

CCA

CONTAINER CORPORATION OF AMERICA

Chicago 3 . . . and all key marketing areas

Folding Cartons · Shipping Containers · Sefton Fibre Cans · Molded Plastic Products · Point-of-Purchase Displays · Paperboard

27 more reasons why you should join the more than 700 advertisers in —

bermuda trade development b

The Bermuda Trade Development Board advertises in magazines to reach a travel clientele above average in income, in holidays to spend, and in travel sophistication.

J. M. Mathes, Inc. is the agency. The schedule includes Town and Country, Bride's Magazine, Holiday, Newsweek, The New Yorker, National Geographic, Esquire, and, of course,

SPORTS ILLUSTRATED

holland house

W. Sheinker & Son, Inc. advertises Holland House Cocktail Mixes in magazines to reach people who mix well (and frequently) with their guests (and for them).

Erwin Wasey, Ruthrauff & Ryan is the agency. The schedule includes Esquire, Holiday, House and Garden, House Beautiful, Yachting, The New Yorker, Gourmet and, of course,

SPORTS ILLUSTRATED

charterhouse

el Corporation of America advertises the Charterhouse Motor els in magazines to reach families who drive more miles, longer trips, have more reason to appreciate the niceties raveling.

Chirurg & Cairns is the agency. The schedule includes News and, of course,

PORTS ILLUSTRATED

bank of america

advertises its Travelers Cheques in magazines to r who have the time, money and inclination to trave

Johnson & Lewis, San Francisco is the agency. T includes Holiday, National Geographic, Sunset an

SPORTS ILLUSTRATED

irish whiskey

The Whiskey Distillers of Ireland advertise in magazines to reach particular people with cultivated tastes and interests.

Weiner & Gossage is the agency. The schedule includes Atlantic, Harper's, Cue, The New Yorker, Reporter, Saturday Review and, of course,

SPORTS ILLUSTRATED

eastman kodak

Eastman Kodak Company advertises its cameras and projection equipment in magazines to reach people with money, who have families, who travel, and who in general "get the picture."

J. Walter Thompson is the agency. The schedule includes Holiday, Life, Look, National Geographic, Saturday Evening Post, Sunset and, of course,

SPORTS ILLUSTRATED

dan river

Dan River Mills wash & wear cottons are advertising in magazines to tell a story of convenience and quality to people who travel a lot and wherever they are in the world, like to dress light, bright, and right.

Grey Advertising is the agency. The schedule includes Life, Look, Simplicity, McCalls Pattern Book, Esquire, Glamour, Holiday and, of course,

SPORTS ILLUSTRATED

spalding

A. G. Spalding Bros. advertises in magazines to reach men and women who are accustomed to buying and using the best in sports equipment.

Young & Rubicam is the agency. The schedule includes Time, Newsweek, U.S. News and World Report and, of course,

SPORTS ILLUSTRATED

white horse

Browne Vintners advertises White Horse Scotch in magazines to reach people who have the income—as well as the inclination—to look for perfection in the products they buy.

Compton Advertising is the agency. The schedule includes Esquire, Holiday, The New Yorker, Newsweek, Time and, of course,

SPORTS ILLUSTRATED

true

True Temper advertises (and future sportsmen) t to fine sports equipment

Fuller & Smith & Ross Holiday, Boys Life and, c

SPORTS ILL

pedwin

In 1954 the Brown Shoe Company was looking for a way to promote their Pedwin line outside the conventional market for young men's shoes. They found it in a magazine which began publication in that year. They have been using four-color back covers in it consistently with profitable results ever since.

Leo Burnett is the agency. The magazine, of course, is

SPORTS ILLUSTRATED

kentucky club

Kentucky Club advertises their 9 quality brands of smoking tobacco in magazines to reach men with a taste for distinction in pipe tobacco as in everything else.

Charles W. Hoyt Company, Inc. is the agency. The schedule includes True, Argosy, The New Yorker, Sports Afield, Outdoor Life, Field & Stream and, of course,

SPORTS ILLUSTRATED

jantzen

advertises men's sportswear in magazines not only to reach good customers but also to build the right kind of quality image for its line.

Homer Groening, Portland, is the agency. The sch cludes The New Yorker, Esquire, True and, of course,

SPORTS ILLUSTRATED

black & white

The Fleischmann Distilling Company advertises Black & White Scotch in particular magazines to reach a particular brand of discriminating, upper-income drinkers.

Ted Bates is the agency. The schedule includes Esquire, Gourmet, The New Yorker, Newsweek, Time and

SPORTS ILLUSTRATED

schweppes

Schweppes Tonic advertises in magazines to tell the story quality product to people who have the inclination, the ha and the means to pay just a bit more for quality.

Ogilvy, Benson & Mather is the agency. The schedule cludes The New Yorker and, of course,

SPORTS ILLUSTRATED

at&t

American Telephone and Tele graph Co. advertises its long distance service in magazines to reach families who have family ties—and who have the desire and the means to keep them strong.

N. W. Ayer & Son is the agency. The schedule includes major business, home, and women's magazines; Life, Look Post, The New Yorker, Time and, of course,

SPORTS ILLUSTRATED

sprite

the sports car with special appeal to youth of all ages is advertised in magazines to reach a market young in ideas, mature in spending power. British Motor Corporation is the manufacturer, Hambro Automotive the U. S. distributor, J. M. Mathes the agency.

The schedule includes The New Yorker, Holiday, Time, and, of course,

SPORTS ILLUSTRATED

angostura

Angostura-Wuppermann Corporation has just recently star advertising Angostura Aromatic Bitters in magazines to re people who have a flair for adding that extra dash of good ta to everything they do.

Foote, Cone & Belding is the agency. The two magazines the schedule are The New Yorker and, of course,

SPORTS ILLUSTRATED

alligator

The Alligator Company advertises its all-weather coats in ma zines to reach the men who, come rain or come shine, dress right for the occasion.

Erwin Wasey, Ruthrauff & Ryan is the agency. The schedule includes Life, Post, Esquire, Holiday, The New Yorker, Time, True, Gentlemen's Quarterly and, of cou

SPORTS ILLUSTRA

daks

Daks British trousers are sertised by Simpson Impo Inc. in magazines to reach who find it fitting and pro to be seen in quality slacks

Charles W. Hoyt Co., Inc the agency. The schedule cludes The New Yorker, York Times Magazine, Street Journal and, of cou

SPORTS ILLUSTRATE

old kentuck

tavern

re Distilleries advertises Old Kentucky Tavern in maga tell the story of a premium bourbon to America's pre ustomers for fine products.

cy is the agency. The schedule includes Time, Holiday course,

ORTS

old crow

National Distillers advertises "America's preferred bourbon" in magazines to reach America's preferred audience.

Lawrence Fertig & Co. is the agency. The schedule includes Life, Post, The New Yorker, Holiday, Time and, of course.

SPORTS ILLUSTRATED

sheaffer's

W. A. Sheaffer Pen Co. advertises the PFM—"pen in magazines to reach men who are particular abou sonal effects. (And also to reach the women in thei like them that way).

BBDO is the agency. The schedule includes Es and Stream, Ladies' Home Journal, Sunset, The Ne Time, True and, of course,

SPORTS ILLUSTRATED

old spice

Shulton advertises in m to reach a stimulating with its story of a stim lotion.

Wesley Associates agency. The schedule in Life, Post, Time, The Yorker and, of course

SPORTS ILLUSTRATE

head

Head Ski Corporation advertises in magazines to establish its reputation among the active, energetic men and women who lead the procession to the ski slopes every winter.

Van Sant, Dugdale and Co

temper

in magazines to remind sportsmen hat its name lends the mark of quality of all kinds.

is the agency. The schedule includes f course,

.USTRATED

varsity-town

H. A. Seinsheimer advertises Varsity-To alive men who appreciate style and smartness in what they

The Chester C. Moreland Co., Cincinnati, is the agency campaign runs exclusively in the #1 magazine in pages of wear advertising.

SPORTS ILLUSTRATED

—of course—

Sports illustrated

circulation now nearly 950,000 weekly

owgard

Chemical Company advertises its new cooling system in magazines to reach car-wise car owners who drive rs, more miles, all year 'round.

lanus, John & Adams is the agency. The schedule in-

beefeater

Kobrand Corporation advertises Beefeater Gin in magazines to reach families who because of social and business prestige are generally their communities most frequent (and most frequented) hosts and hostesses.

Hicks & Greist is the agency. The schedule includes Esquire,

Gillette Sent Free Blades to 231,000 Swedes

Massive Sampling Helped Make Swedes Aware of New Blade: Bernhard

STOCKHOLM, Nov. 9—How Gillette, which says it sells 60% of the world's razor blade total, maintains its position in a field that keeps growing in spite of electric shaver competition, is shown in the way its Swedish subsidiary introduced the new Super Blue Blade in its market.

The story was told recently by W. G. Bernhard, manager of Gillette (Sweden), to a group of Swedish agency men.

The new blade, called Extra Blue Blade in Sweden, was introduced here and in England this year, after its $3,250,000 debut in the U.S. (AA, Dec. 7, '59).

The first thing the company did, according to Mr. Bernhard, was to determine the blade's advantages over electric shavers. The company decided to stress wet shaving as giving a "clean" feeling unattainable with electric shavers. This idea became the theme of the campaign: "You feel clean!"

■ His customers, Mr. Bernhard said, are very conservative in their personal habits and do not change them easily. The company had a new product that was deemed better than its predecessor, but it looked exactly the same. How could customers be persuaded to try the new blade?

The attack on entrenched habits was launched on two fronts, advertising and direct sampling. Before the blade appeared on the market, it was widely advertised. Three ads told the story without big headlines and without illustration. Two subsequent ads showed the package to "insure that customers would recognize the blade when they saw it in the stores."

In sampling, the first step was to select 1,000 men considered formers of public opinion. Trial blades were sent to them in the hope that they would try them, like them, and spread the news."

■ Next, samples were sent to 150,000 additional opinion makers: admen, foremen, journalists, barbers and others. In addition, trial packs were sent to 180,000 households in areas with sparse newspaper distribution.

The recipients were asked to write and report their reactions to the new blade. Of the 231,000 samplers, 800 replied, and their praise of the blade was later used in advertising, Mr. Bernhard said.

He admitted that "the whole was a costly operation, and we have invested more money than usual." But sales results justified the expense, he said.

"The results of a survey also show it. When the campaign had been running five weeks, a poll showed that 30 men out of 100 knew about our new blade," Mr. Bernhard said. #

Bacon Adds Analysis Office

Bacon's Clipping Bureau, Chicago, has established a division of magazine analysis to increase its specialization in the field of business, farm and consumer magazines and has named Wilfrid W. Budd its director. Formerly pr media analyst with Batten, Barton, Durstine & Osborn, New York, Mr. Budd also will supervise the publication of "Bacon's Publicity Checker."

Mitchell Joins Industrial

E. Harold Mitchell, public information officer of the Naval Reserve of Cleveland, has been named business manager of *Handling & Shipping Illustrated*, published by Industrial Publishing Corp., Cleveland.

Gorin & Holmes Moves

Gorin & Holmes, San Francisco agency, has moved to larger quarters at 220 Montgomery St.

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart of New York Location!

Between U.N. and Theatre Districts, minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals, right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance ... uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath, radio.

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore

42nd St. at Lexington Ave., New York 17, N. Y.
MU 6-6000
C. C. Philippe, Executive Vice-President and General Manager

1. R. V. Sanz, Champion's Europe-Middle East-Africa Sales Manager, says: "The Digest reaches the better-educated better-off people we want to reach."

2. Stefano Cocchiglia: "The Italian edition of Reader's Digest, read by 2,273,000 people, reaches the bulk of my best prospects for Champion Spark Plugs."

3. W. H. Polensky: "The Austrian and German editions, with 4,970,000 readers, give Champion strong advertising support in my territory."

7. & 8. I. M. Primrose-Wells and T. R. Dennen agree that the Arabic and South African editions have stimulated Champion sales in their widespread territory.

9. Carlos Troncoso: "The Southern Hemisphere, Argentine and Caribbean editions with a total of 3,110,000 readers, help sell Champion in my sales area."

13 is a lucky number for

CHAMPION SPARK PLUG COMPANY'S international marketing is supervised by the 13 executives shown here. And the backbone of Champion's overseas advertising is Reader's Digest, which speaks to its readers in 13 languages.

Thirteen languages—and yet, the *same* language for Digest articles appeal deeply to human beings everywhere. Says Vice President James F. Lewis, Champion's advertising director:

"Reader's Digest inspires confidence in *any* language. And because each edition is locally edited and published, dealers everywhere accept it as a *local* medium."

In more than 100 nations where the Digest is sold, it is a favorite magazine. It appeals chiefly to the literate, better educated people in each country—the best prospects for advertised products. As a result:

"The international editions of Reader's Digest are the *most economical* way to reach car owners and other users of spark plugs around the world," says Mr. Lewis. "We have been using these editions for 20 years; they are our basic bread-and-butter advertising medium in foreign markets. Our overseas distributors concur in our selection of Reader's Digest."

- Nearly 4000 other advertisers are profiting by these

Yardis Adds Four Accounts

Yardis Advertising Co., Philadelphia, has been named to handle four new accounts. They are Monarch Industries, Philadelphia, investment company; Le Electronics, Delaware Valley distributor of electronic and high fidelity parts and components; Spatola Wines, Philadelphia, and Autosonics Inc., Philadelphia manufacturer of production metal cleaning equipment employing ultrasonics.

French Posters Tour U. S.

Some 100 colorful French posters will tour the U. S. this fall. The exhibition, "The Art of the French Poster," is being sponsored by the Federation of French Alliances. The initial stopping point is the lobby of the new Pepsi-Cola building in New York, where the posters went on display Nov. 1.

Black & Musen Adds Two

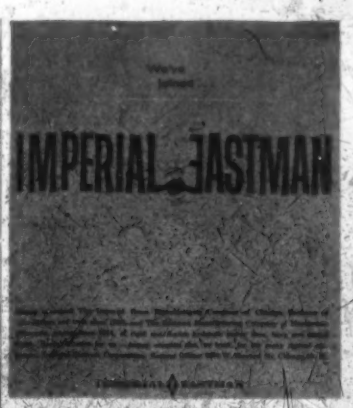
Ware Machine Works, Ware, Mass., manufacturer of hydraulic earth-moving equipment, and Ken Whitmore Inc., Pittsfield, Mass., manufacturer of women's coats, have appointed Black & Musen, Springfield, Mass., to handle their advertising. Simpson Advertising Co., Lee, Mass., is the former agency of record for Ken Whitmore Inc.

Martin Names Marriner VP

B. R. Martin Associates, Chicago, merchandising specialist, has appointed Audrey Marriner a vp and account supervisor for the Detroit area. Mrs. Marriner was formerly account manager in the Detroit office.

Eurailpass Names Vanguard

Advertising for Eurailpass, the ticket good for unlimited rail travel in 13 European countries, has been assigned to Vanguard Advertising, New York. The previous agency is Byrde, Richard & Pound.



MERGER—*This three-color page announces the merger of Imperial Brass Mfg. Co., Chicago, and Eastman Mfg. Co., Manitowoc, Wis. It will run in the November issues of trade publications serving seven industries. Buchen Co., Chicago, is the agency.*

Grey Asks Better Government Grasp of Marketing

NEW YORK, Nov. 9—One of the first requests of President-Elect John F. Kennedy came today from Grey Advertising Agency, which appealed for better government understanding of marketing principles in a special issue of "Grey Matter" issued today.

The monthly publication asks the new President to recognize the dual problems of government and business, including the evolution of economic emphasis from production to consumption. There is not enough knowledge in government of the power of marketing and "there is even less evidence that the people in government understand what we mean when we talk about marketing," the publication contends.

■ Five marketing examples in which both business and government have a stake are cited:

1. The effect of burgeoning lower age groups in proportion to the total population.

2. The addition, since 1920, of two people who have to be supported for each person added to the labor force.

3. The long range influence on the national economy of the move to the suburbs and other population shifts.

4. The 35% increase in highly trained technicians and professionals since 1950 and the decrease in unskilled workers.

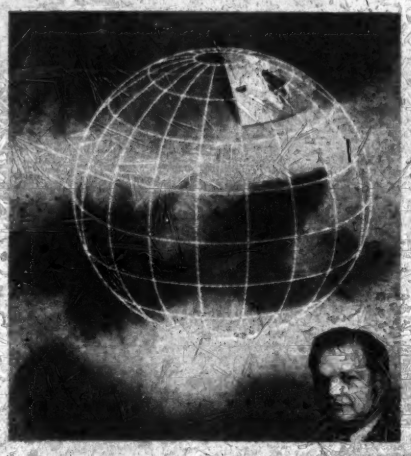
5. The growth of deferred income by almost $5 billion yearly, through insurance and pension plans. #

Ford Completes Fourth American Road Shows Season

The traveling American Road Shows of Ford Motor Co., Dearborn, Mich., have completed another successful season, with total adult attendance estimated at 4,500,000 in cities coast to coast. The six units of the show visited 71 shopping centers in 59 cities in a 4½ month period. In the cities visited, Ford dealers participated in the American Road Shows by supplying show cards, setting up supplemental displays, assigning salesmen to the displays, placing show posters in dealer showrooms and promoting the shows in their own advertising.

Forster Joins Aubrey, Finlay

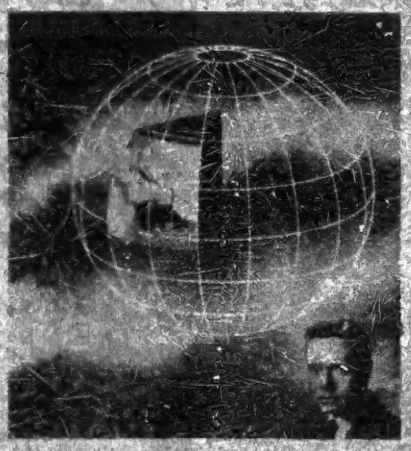
Brian M. Forster, former pr director of American Veterinary Medical Assn. and assistant pr manager of Studebaker-Packard Corp., has joined the farm radio-tv copy staff of Aubrey, Finlay, Marley & Hodgson, Chicago.



4. R. W. Benzinger: "In my area, the Digest's Scandinavian editions are read by 2,680,000 people. They are an excellent market for Champion."

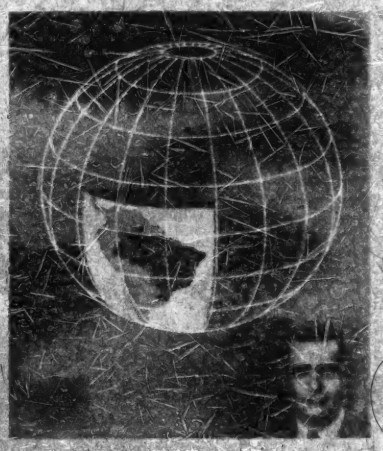
5. Henri Van Riet: "1,240,000 people read the Digest's Dutch, Belgian and two Swiss editions. They give almost total coverage of my region."

6. P. F. Reiss: "The French, Portuguese, Belgian and Iberian (Spanish) editions cover my territory—with readership by higher income families everywhere."



10. W. P. Bickham: "The Digest's Caribbean edition, with its audience of 1,670,000 readers, has always been a most effective sales tool in my area."

11. & 12. F. J. Yanuzi and **G. S. Woodside** report that the Mexican and Caribbean editions have helped to keep Champion sales healthy in their region.



13. M. G. Bilreiro: "The 2,231,000 readers of the Portuguese (Brazilian) edition include the cream of Champion's prospects in my territory."

Champion around the world

unique advantages of the Digest's international editions:

Largest total audience: 30 million readers outside the U.S. . . . the only world-wide advertising medium.

Largest audience of executives: more than 2,700,000 outside the U.S.

Low cost: Digest rates are low, and advertisers in 24 or more international editions earn a 10% global discount which can also be applied to advertising in the U.S. edition. Your regular Digest representative has the facts about the editions that reach *your* foreign markets. Ask him to call.

For 20 years, Champion Spark Plug Company, famous the world over, has reached huge, high-quality audiences economically through Reader's Digest.

the world over
People have faith in
Reader's Digest
World's most powerful selling force

South Bend is Indiana's Richest Market

The average household income in South Bend's Metro Area is $7553 . . . per capita income is $2246. Both are the highest in Indiana! But equally important to national advertisers is the complete South Bend market: 16 counties; nearly one million people with a buying income of $1,831,000,000. And the South Bend Tribune covers this market like no other newspaper . . . 92% saturation of the Metro Area; 62.8% coverage of the 9 additional counties. Get full information about the complete South Bend market. Write for free copy of the 1960 market data book.

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc., National Representatives

NEW AND OLD—*Gordon W. Marks (right), Gordon Marks & Co., Jackson, Miss., new international president of the Affiliated Advertising Agencies International, is congratulated by the outgoing president, Myron L. Eastwood, Hoag & Provandie, Boston. The agency network recently held its 16th annual meeting at Scottsdale, Ariz.*

MIDDLE WESTERN SPREAD

NOW THAT the frost is on the pumpkin and ducks are writing V's overhead, Eastern Iowans have a choice of fall spectaculars: the farm-, or town-, or city-born availability of near-by nature, or cosmopolitan entertainment, bought with the twist of a television dial. We compete with the changing seasons. Fortunately, it rains—and the nights grow frigid.*

Middle Western Eastern Iowa is east of the West that has been described as the place where it's always a long way from here to there. In WMT-land it's always a middle way from here to there. The scale is comprehensible. Distances, compressed by train and car and four-lane highway, have yielded to the march of mechanization and electronics. Yet Iowan's live spread out. The top six metropolitan centers account for only 31% of Iowa's population—and WMT-TV is home-town station for three of those centers.

In this spread-out market you need the coverage WMT-TV provides: 51 counties in Eastern Iowa with about 400,000 tv homes—more than half of all tv homes in all Iowa.

WMT-TV Cedar Rapids—Waterloo. CBS Television for Eastern Iowa. Affiliated with WMT Radio, KWMT Fort Dodge. National Reps.: The Katz Agency.

*Sets-in-use figures are often in the seventies. WMT-TV has the largest Eastern Iowa audience of all tv stations. ARB Metro Area Reports, Feb. '57—Nov. '59; NCS 1, 2, 3.

'Nugget Smuggler' Ad Is Door Opener for Press Release

NEW YORK, Nov. 8—Advertisers disheartened by the uncertainties and frustrations of mailing out stillborn press releases have a chance to place commercial plugs in up to 80 unsyndicated newspaper columns via a new group called By-Line Club.

The club, which functions as a kind of clearing house for unsyndicated item-trading, publishes a four-page monthly newspaper, the "Nugget Smuggler," that offers subscribing columnists a selection of each other's best editorial tidbits.

And although there is no guarantee that the columnists will use them, the club offers space in its monthly sheet to commercial plugs, which are printed in black on reverse plate.

Under the "sponsor" plan, a publicity seeker has a choice of either a fixed fee or sliding scale for item insertions. The fixed fee plan allows for a $400 flat payment for an item (or items), not exceeding eight column inches, in the club's monthly bulletin.

Under the sliding scale plan, the sponsor pays a $100 minimum rate and takes his chances with columnist pick-up, paying 25¢ for every 1,000 circulation covered. Thus an item getting 2,000,000 circulation costs the sponsor a total of $500, including the minimum payment.

Included in both arrangements is a separate press release on the sponsor's product or message mailed by the club to individual subscribers.

Circulation of the club's unsyndicated columnists is 11,050,000 in 75 U. S. cities. An additional 4,350,000 in circulation is offered in Mexico, Canada and Great Britain.

Doyle Agency Adds 3

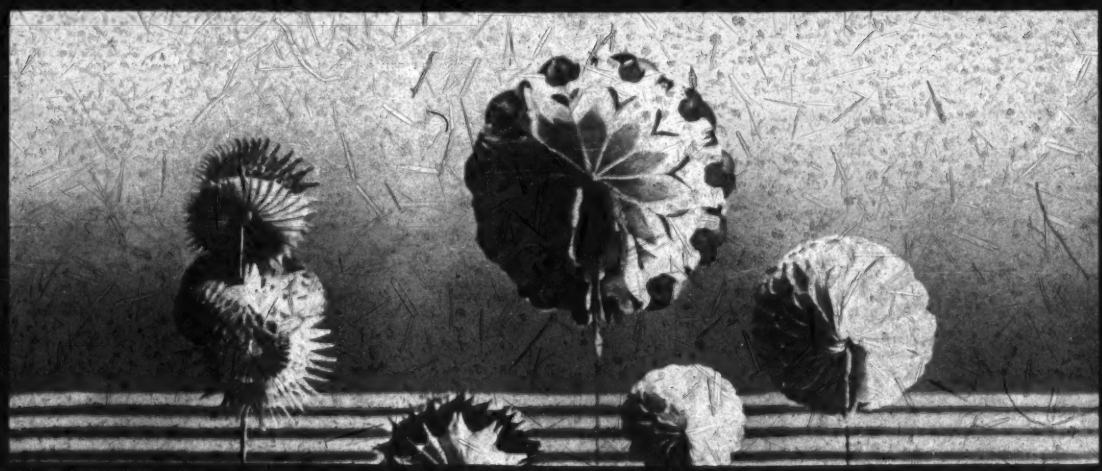
Jack M. Doyle Advertising, Louisville, Ky., has added three new clients: National Products, Louisville, maker of mirror and wood panel products; Thomas Graham Co., Madison, Ind., manufacturer of water skis and accessories; and Spartan Glove Co., Hamilton, O., producer of special work gloves.

Two Join Burdick & Becker

Jacqueline Hunt, formerly media director of Sudler & Hennessey, has joined Burdick & Becker, New York, as associate media director. Reid Miles, formerly an art consultant to agencies, has joined Burdick as an art director.

YOU GET MORE FROM MEAD

YOU GET MORE FROM MEAD



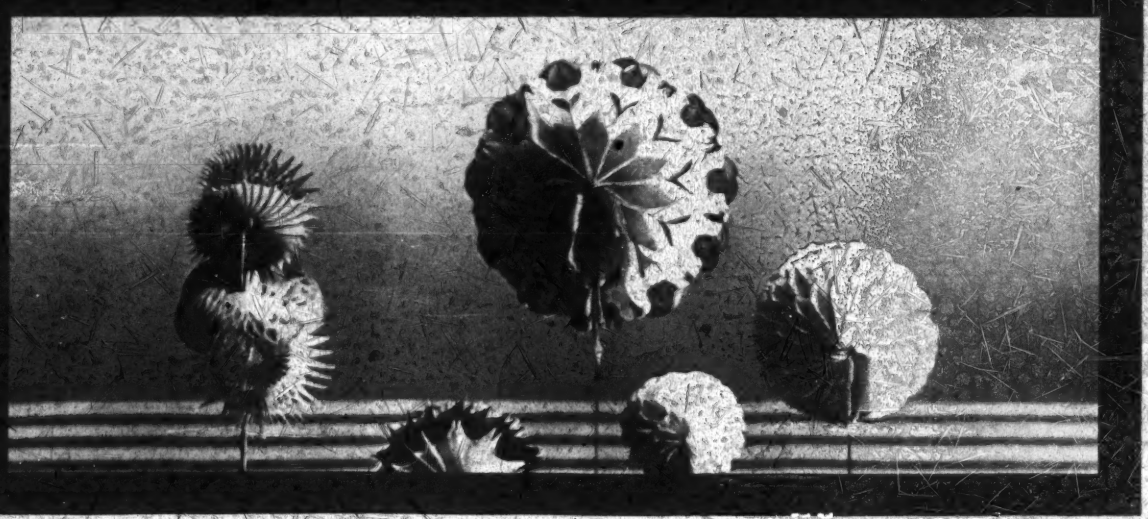
Mead offers you the world's broadest line of fine printing papers . . . correspondence, book, cover, index and bristol grades. Wherever paper can help you sell — in graphic design, in print, in packaging, at point-of-sale — look to Mead and its nationwide network of authorized distributors. Call upon your Mead Merchant freely . . . rely upon his judgment implicitly. He is a leader in his field, well fitted by experience to help you select the Mead Paper exactly suited to your business and advertising needs.

MEAD PAPERS, INC., Dayton 2, Ohio
A subsidiary of The Mead Corporation
. . the moving force in Paper and Packaging

MEAD papers

Letterpress on PRINTFLEX LETTERPRESS ENAMEL, 100 lb.

YOU GET MORE FROM MEAD



Mead offers you the world's broadest line of fine printing papers . . . correspondence, book, cover, index and bristol grades. Wherever paper can help you sell . . . in graphic design, in print, in packaging, at point-of-sale — look to Mead and its nationwide network of authorized distributors. Call upon your Mead Merchant freely . . . rely upon his judgment implicitly. He is a leader in his field, well fitted by experience to help you select the Mead Paper exactly suited to your business and advertising needs.

MEAD PAPERS, INC., Dayton 2, Ohio
A subsidiary of The Mead Corporation
.. the moving force in Paper and Packaging

MEAD
papers

Letterpress on PRINTFLEX LETTERPRESS ENAMEL, 100 lb.

Sarnoff, Epstein to Speak at Broadcast Promotion Meeting

NEW ORLEANS, Nov. 8—Featured speakers at the fifth annual convention of the Broadcasters' Promotion Assn., starting here Nov. 14, will be Robert W. Sarnoff, chairman of the National Broadcasting Co., and Joseph Epstein Sr., exec vp of Fitzgerald Advertising Agency.

Mr. Sarnoff will discuss top management's views of broadcast promotion, and Mr. Epstein will tell the promotion men how to work more effectively with advertising agencies. More than 300 broadcasters are expected to attend the three-day meeting at the Sheraton-Charles Hotel.

"Shirtsleeves for the '60s" is the theme of the program, which has been put together by Don Curran, of KTVI, St. Louis. The stress will be on practical, how-to sessions, as the result of a poll of Broadcasters' Promotion Assn. members.

■ The convention will begin with a report from its president, Gene Godt of KYW-TV, Cleveland. This will be followed by presentations designed to show the promotion men how to make the most of material furnished them by the Radio Advertising Bureau and the Television Bureau of Advertising. RAB will be represented by Miles David, vp, and TvB by Bill Colvin, director of member services.

Most of the program will be devoted to panel discussions, each of which will be repeated once, to give each broadcaster an opportunity to attend as many panels as possible.

■ Among the panel topics: promotion of color tv, exploitation in broadcast promotion, management of budgets and money matters, broadcast merchandising, living with the Federal Trade Commission's Rule 317, promoting radio and tv audiences, use of graphic arts in promotion, use of audience surveys, sales promotion, pr and image building, trade press advertising and publicity, direct mail advertising, promoting radio news, cross-media promotion and television tape promotion. #

Three 'Bees' Offer New National Rate Discounts

The *Sacramento Bee*, the *Fresno Bee* and the *Modesto Bee* have announced new rates effective Jan. 1, 1961. The new cards of the McClatchy newspapers, "in keeping with industry trends," present a frequency contract plan calling for 300, 600, 1,000 or 1,500 lines to be used 12 out of 13 weeks, 24 out of 26 weeks, 36 out of 39 weeks or 48 out of 52 weeks.

In addition, two alternate plans of earning discounts will continue. Bulk space of 1,000, 10,000 or 20,000 lines annually, and standard page contracts, in which the number of page units used determines the discount. Local rates are being increased simultaneously with the national rate changes. Color charges will remain the same.

Melvin Opens Reno Branch

Melvin Co., Las Vegas agency, is opening a branch office in Reno. It will be headed by William W. Quantrell, who has joined the agency as a vp. He was formerly director of Nevada's department of economic development and manager of KPOL, Carson City radio station. The new office is located at 123 Court St.

Bennington Evening Banner to Change Owners Dec. 1

Donald B. and Lawrence K. Miller, publisher and editor, respectively, of the *Berkshire Eagle*, Pittsfield, Mass., are acquiring the *Evening Banner*, Bennington, Vt., effective Dec. 1. The brothers are buying stock from Mrs. Flora C. Howe, widow of Frank E. Howe, who established the daily in 1903 by merging two weeklies.

Frank E. Howe II, the founder's grandson, will remain editor. With the paper since 1948, he has served also as publisher. Mrs. Alice M. Harwood will continue as business manager.

Cole Fischer Adds Two

Cole Fischer Rogow, New York, has been appointed to handle corporate and general advertising of Pease & Elliman, New York, real estate company. The agency has also been named by Pressman Toy Corp., New York, to direct a campaign in tv, newspapers and trade publications.

cereals **Go Far in Fargo!**

Kellogg's / Quaker / Ralston / Betty Crocker . . .

a few of the famous brands that use The Forum to GO FAR *in* FARGO.

Only The Fargo Forum sells nearly ⅓ of North Dakota + western Minnesota + the largest standard metropolitan market between Minneapolis and Spokane!

Fargo-Moorhead is now a government-recognized Standard Metropolitan Area, and The Fargo Forum provides 100% coverage of this two-city market (compared to only 9% coverage by any Minneapolis daily).

In addition, The Forum reaches 3 out of 5 families in its 20-county market. This includes nearly ⅓ of North Dakota's population and buying power . . . a rich market in America's rich Northwest.

20 counties, 2 states, but only one market of 285,100 people, solidly sold by one newspaper!

THE FARGO FORUM Moorhead News

Largest circulation in North Dakota & western Minnesota

"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON shows up on your marketing map as a "Dynamic Circle" that takes in a 68-county, 4-states-wide concentration of industrial might and bulging payrolls in the heart of the great Ohio Valley. Here, in over 440,000 TV homes, you find more than 2 million industrious people with $4 billion to spend annually. WSAZ-TV is the *only* single medium that covers this market. For WSAZ-TV's power and programming *created* the market. The people at the Katz Agency would welcome a chance to show you a lot *more* good reasons why Huntington-Charleston and WSAZ-TV belong high up on your must-buy list.

WSAZ-TV

HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

Ford Increases Warranty for 1961 Lincoln to Two Years

Ford Motor Co., Detroit, has increased the warranty for its 1961 Lincoln Continental to a two full years or 24,000 miles, whichever comes first. Tires are not covered by the warranty, and owners will remain responsible for normal maintenance operations, including routine replacement of such items as filters, spark plugs, ignition points and wiper blades. Henry Ford II, president, announced last Sept. 27 that the warranty on the company's 1961 passenger cars would be boosted to 12 months or 12,000 miles, whereas custom in the industry previously had been to warrant a new car for 90 days or 4,000 miles. Other car makers immediately followed suit.

$300,000 Pie Drive Set

Knox Gelatine and Lever Bros. Co. have combined forces for a $300,000 pumpkin chiffon pie promotion, concentrated in the 10 days preceding Thanksgiving. Knox is promoting its unflavored gelatine and Lever is emphasizing a Lucky Whip topping. Advertising includes four-color newspaper pages in 47 papers by Knox and four-color pages by Lever in *Family Weekly*, First Three Markets Group, *Parade*, *This Week Magazine* and independent Sunday supplements. Point of sale displays and recipe pads are also available. Charles W. Hoyt Co., New York, is the Knox agency, and Ogilvy, Benson & Mather, New York, handles Lucky Whip.

Ultrasonics Names Curtis

Ultrasonics Corp., West Los Angeles, manufacturer of ultrasonic cleaners for industry, has appointed Curtis Winter Co., West Los Angeles, to handle its advertising.

SUCCESS STORY—*This ad for Pratt & Whitney aircraft engines had one measureable result: It sold an elephant.*

Air Freight Ad Brings Elephant to Buffalo Zoo

Swissair Sells Bangkok Trip by Making Use of Pratt & Whitney's Copy

NEW YORK, Nov. 8—The results of advertising get curiouser and curiouser. Example: A recent ad for Pratt & Whitney aircraft engines resulted in a Buffalo zoo getting its first elephant.

The ad was promoting the economies of air cargo—not elephants—and run in un-zoolike publications such as *Time*, *Newsweek* and *U. S. News & World Report* in August. The theme was, "Everything is going by air these days." And to prove it the illustration showed a freight cart loaded with crated drugs, refrigerated lobsters, chemicals—and a small pachyderm.

The ad was handled by Campbell-Ewald—which also happens to be the agency for Swissair, which like all airlines is pushing its air cargo service. As any adman would predict, a tie-in was made.

■ The airline sent out 5,000 reprints of the ad to prospective customers, ranging from apple growers to zoos, along with a letter commenting, "While we have never as yet shipped an elephant, it wouldn't surprise us too much to find one aboard one of our cargo lines any day."

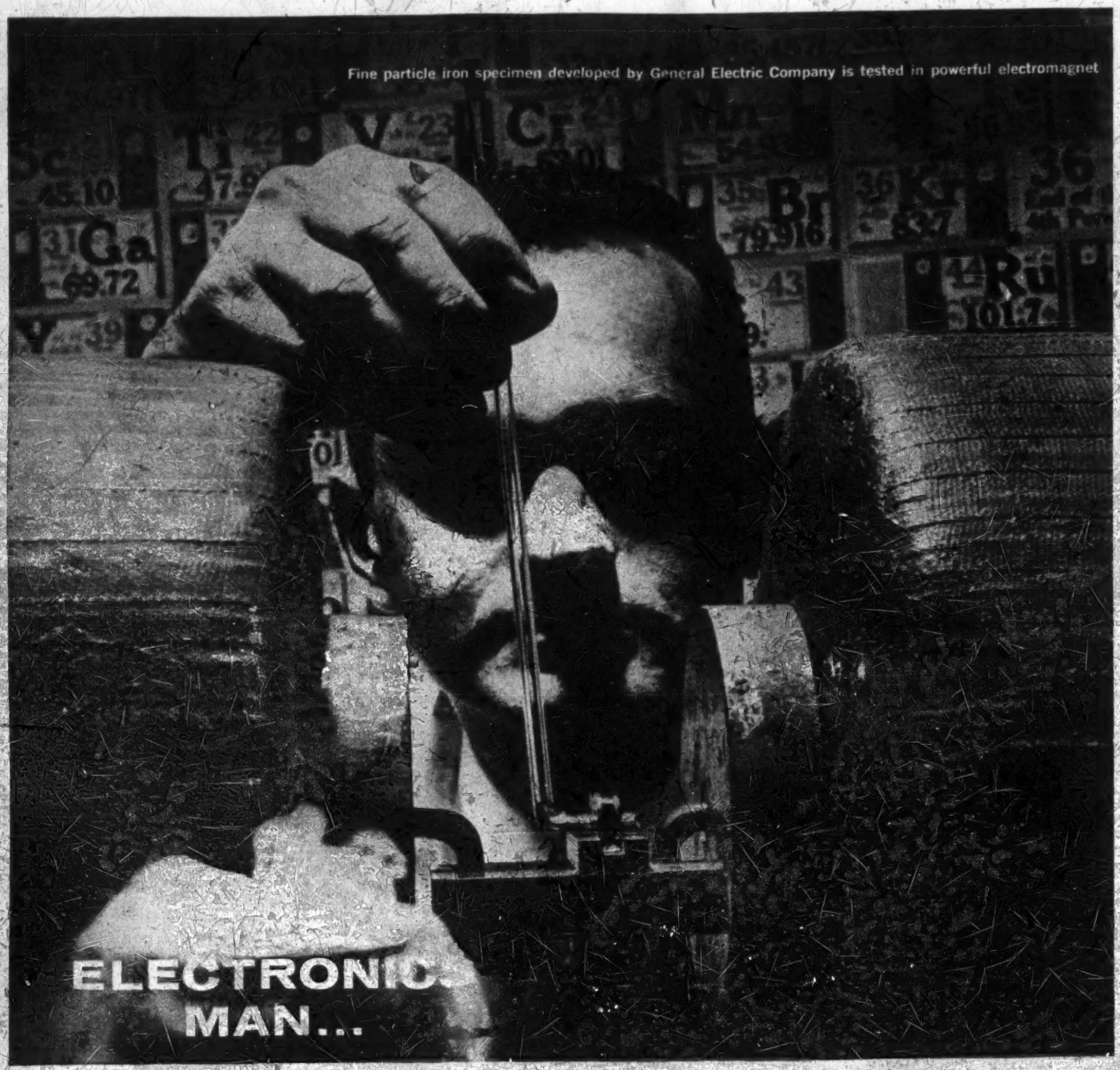
The ad found its customer when it was read by John Travale, director of the Buffalo zoo. The zoo had always wanted an elephant but had never been able to afford one. But Mr. Travale had heard he could buy a young one for a mere $1,000 in Thailand—and if air cargo was as economical as the ad boasted . . .

Mr. Travale challenged Swissair to live up to its promotion. The airline accepted just as promptly, and two weeks later, Boonlua, a 700-lb. female baby elephant, boarded a Swissair cargo plane in Bangkok bound for New York.

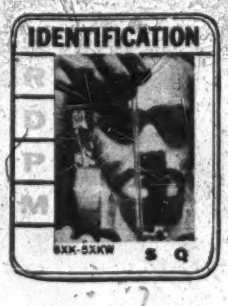
New safety straps anchored her in place; a special menu was readied, and Boonlua's best friend, a small white rooster, was taken along for company. Two days later Boonlua arrived in Buffalo, and Swissair had flown its first elephant. The air cargo charge: $1,157.30, Bangkok to New York. #

'Farm Journal' Names Kouba

Frank H. Kouba, formerly associate manager of the Chicago sales office of *Farm Journal*, has been promoted to manager. Before joining the publication early in 1960, Mr. Kouba had been vp of Klau-Van Pietersom-Dunlap.



HOW TO FIND HIM



Many electronics men work in industries such as aircraft, automotive, petroleum, chemicals, etc. They work with instrumentation, computers, missile guidance systems and the myriad other applications developing each day.

Now look at the badge that identifies the electronics man. It reads **R** esearch-**D** esign- **P** roduction- **M** anagement. The interest of the electronics man is in any or all of the four areas.

No matter where you find the electronics man, his engineering background enables him to influence the purchase of electronic components and equipment.

There's one best way to reach the electronics man, in whatever industry, in whatever area he works. It's the magazine **electronics**. 52,000 electronics men pay to read it . . . every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN... **electronics** ABP ABC

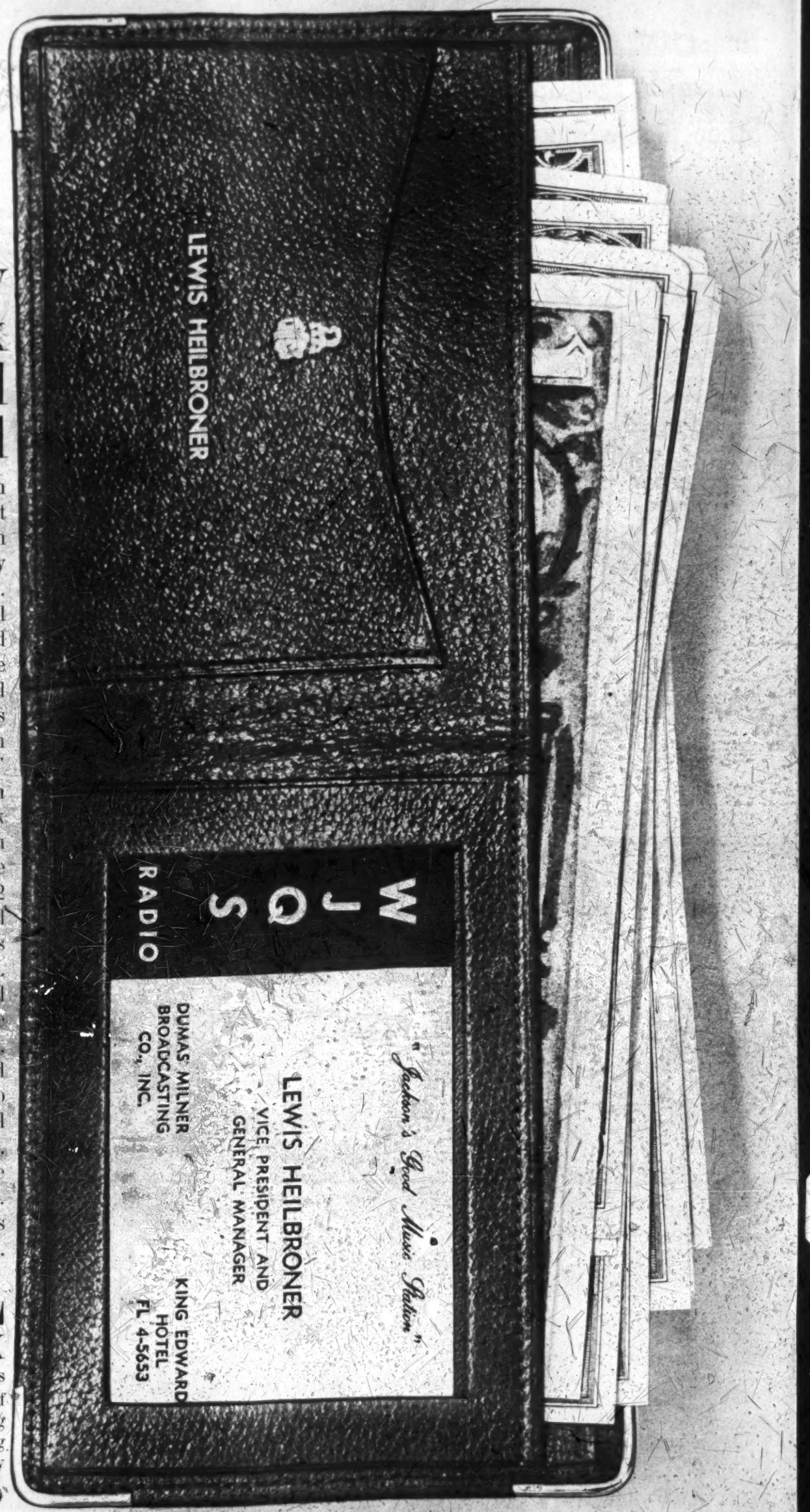
McGraw-Hill Publication • 330 West 42nd Street, New York 36, New York

Somebody went network and stayed local

"Somebody" like WJQS in Jackson, Miss., a station that had a wallet-stuffing boost in business of 100% since they became a Mutual affiliate. As Lew Heilbroner, General Manager, puts it: "We did not know what we were missing before we signed with Mutual. WJQS now does more local business than any other station in Jackson." There's money for YOU in a Mutual Radio Network affiliation. Mutual gives you the most and requires the least. Mutual gives you 12 hours of news weekly to sell locally—Mutual asks 12 hours of local time for their use. Your station has the Mutual advantage, too—the prestige of world-wide network news, plus sports and music. And you are still free to do your own profitable local programming—personalities, features, immediate area coverage. Go network—stay local—that's the Mutual success story.

MUTUAL
RADIO NETWORK
A Service to Independent Stations
Subsidiary of
Minnesota Mining
and Manufacturing
Company

3M



Honor 'IM' Award Winners at Lunch; Silldorff to Speak

NEW YORK, Nov. 9—Editors of 36 business publications will collect 46 awards for editorial excellence here Nov. 29, when winners of *Industrial Marketing's* 22nd annual editorial achievement competition are announced and honored at a luncheon.

Fifteen first-place plaques and 31 certificates of merit will be awarded at the luncheon, to be held in the Sert Room of the Waldorf-Astoria. They represent the winners culled by a jury of 33 advertiser, agency and graphic arts specialists from a record-breaking group of more than 700 entries in the annual competition.

Awards will be announced and presented by G. D. Crain Jr., publisher of *Industrial Marketing* and ADVERTISING AGE, before a luncheon group which will include the judges, members of the winning publications' staffs, and their advertiser and agency guests.

■ Feature of the lunch will be an address by Henry C. Silldorff, chairman of G. M. Basford Co., one of the country's leading industrial advertising agencies, who was a member of the awards jury in the competition. Mr. Silldorff, an M.E. graduate of Stevens Institute, has been in advertising for 36 years, including 28 with his present agency. He will discuss the important role of business paper editors under the title, "Professors of Progress." #

Henry C. Silldorff

LaRoche Boosts Two

John S. Graetzer Jr. and John Goodwillie, both vps of C. J. LaRoche & Co., New York, since 1958, have been promoted to exec vps. Mr. Graetzer will head the contact department and Mr. Goodwillie has been named vice-chairman of the plans board.

Foote Named Head of AFA Educational Committee

Emerson Foote, president of McCann-Erickson Advertising (U.S.A.), has been named chairman of the national educational committee of the Advertising Federation of America.

Other members of the committee include J. Kenneth Laird, Tatham-Laird; Ray O. Mithun, Campbell-Mithun; W. T. Okie, J. M. Mathes Inc.; John Veckly, U. S. Steel Corp.; Dr. J. LeRoy Thompson, *Wall Street Journal*; Prof. Jackson H. Wells, University of Denver; Robert Carley, Fitzgerald Advertising; William B. McGrath, WHDH-TV; Roger W. Clipp, WFIL-TV; G. D. Crain Jr., Advertising Publications Inc.; Dr. Ernest Dichter, Institute for Motivational Research; Edward L. Bernays, Edward Bernays Public Relations; Prof. Alan Scott, University of Texas; Fred Manchee, Ridgewood, N. J.; Prof. Kenneth Davis, Dartmouth College; and Robert T. Lund, World Marketing Service.

Doyle Joins Wolf as VP

J. C. (Larry) Doyle has joined John E. Wolf Co., Oklahoma City, as a vp. Mr. Doyle was formerly sales and marketing manager of the Edsel division of Ford Motor Co. Mr. Doyle will be headquartered in Detroit, where he will represent Wolf on staff matters and special projects connected with the company's customer development programs for authorized automobile dealers.

Philip Morris Boosts Gens

A. C. Gens, who for some years has promoted "Johnny," Philip Morris' "living trademark," has been promoted to point of sale and convention manager. He succeeds John F. Gaynor, who has been named sales promotion manager of A.S.R. Products Corp., New York, subsidiary of Philip Morris.

Are you getting full value from your business-film distribution?

Modern Talking Picture Service provides full-value distribution at surprisingly low cost to

★ *Television*
★ *16mm audiences*
★ *Theatres*

Would your film benefit from *Modern* know-how? Find out! Send for your free copy of "Opportunity For Sponsored Films" – 16 pages.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York, N. Y.

offices in 30 major cities

E. H. Hartley Smith, Pioneer Canadian Adman, Dies at 65

MONTREAL, Nov. 8—E. H. Hartley Smith, 65, pioneer in the Canadian advertising field, died here Oct. 29 after a lengthy illness.

A native of Toronto, he entered advertising upon his return from France where he served and was seriously wounded during World War I. After association with Baker Advertising and Advertising Services, which later became Cockfield, Brown Ltd. in Toronto, he came to Montreal in 1926 to open the offices of Campbell-Ewald Ltd.

■ He served as Montreal manager and continued with Campbell-Ewald in the same capacity when in 1935 it became MacLaren Advertising Co. Ltd. Mr. Smith was forced to resign this position in 1947 due to ill health, but maintained fulltime association with MacLaren until his death.

JOHN A. ZEIGLER

MONCKS CORNER, S. C., Nov. 8—John A. Zeigler, 72, retired South Carolina newspaper publisher, died Oct. 24 in Portland, Ind., while on a trip with Mrs. Zeigler. Mr. Zeigler was one of the organizers of the *Florence Morning News* in 1922. Later he founded the *Florence Times* and served as its editor from 1922 to 1928. From 1933 to 1939 he was editor of the *Florence Star*.

HOWARD M. BUCHMAN

SALT LAKE CITY, Nov. 8—Howard M. (Mickey) Buchman, 41, former partner in Adamson-Buchman Advertising Agency here, died Oct. 21 at his home after a long illness.

At the time of his death he was a director of Bingham Gas & Oil Co. and had been associated with Radio Station KNAK. #

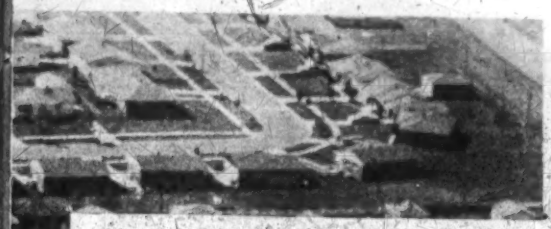
FACT Adds Personnel, Account, Opens Branch

Florida Advertising Corp. Tampa has named John L. Dundas vp and assistant to the president, and Jack Russell creative art director. Mr. Dundas formerly was a partner in Coutant & Dundas, Clearwater; Mr. Russell was a free lance artist.

FACT was named to handle advertising for St. Petersburg Beach Chamber of Commerce. The agency has also named Roy C. Goettsche vp of marketing and head of its new Jacksonville branch.

Testing Mr. Sleep

Jeffrey Martin Laboratories, Newark, N. J., is testing Mr. Sleep sleeping tablets in Buffalo, Rochester, Nashville, Greenville, S.C., and Dallas, using newspapers and radio. The tablet is being promoted with a "stand by action" theme, based on the report that part of the formulation works after the user has fallen asleep. Dunnan & Jeffrey is the agency.



A LIST OF 52 MILLION BUYING FAMILIES!

Want to reach "all" these families?
Want to reach any part of them—
to suit your product profile
or marketing strategy?

DONNELLEY MARKET!

THE EXCLUSIVE DONNELLEY NATIONAL FAMILY LIST is far more than a mere re-listing of various published directories. It is a mail-oriented list designed to fulfill two main objectives: first, to provide you with *pin-point coverage* of any economic group or geographical area; second, to make certain that, once you've matched areas with your product profile, *you get full coverage* of the areas you select.

This Donnelley National Family List includes segments of our population frequently missed, such as unlisted phone subscribers, non-phone-owning apartment dwellers, new suburban home-owners, rural families with numbered post office box addresses, and many others. *Only Donnelley* has the huge force, in plant and in field, required to keep such a list up to date, to eliminate duplications, to hold the number of undeliverables to a minimum.

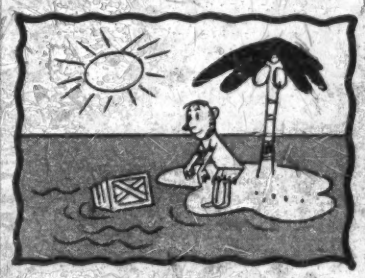
The success of any mail couponing or sampling campaign is largely determined by the accuracy and comprehensiveness of the list used, as hundreds of Donnelley direct mail successes prove. So, whether you want to introduce a new product or promote an established one, you can depend on Donnelley to get the job done—with maximum efficiency . . . at minimum cost.

Whether you need addressing and mailing only, or a complete planning-creative-production-mailing service, write or phone your nearest Donnelley office. Find out how a campaign by Donnelley can deliver *your* market!

THE REUBEN H. DONNELLEY CORPORATION (Direct Mail Division)

- 407 East 25th Street, Chicago 16, Ill.
- 4632 Santa Monica Blvd., Los Angeles 29, Calif.
- 230 East Sandford Blvd., Mt. Vernon, N.Y.

Far-Reaching!



I'm glad this coconut tree is wired.

Who wants to be rescued!

We may have succeeded this time, but it's hard to exaggerate Six's Far-Reaching effect. You just can't do the right job in Maine without it.

WCSH-TV 6 NBC for PORTLAND MAINE

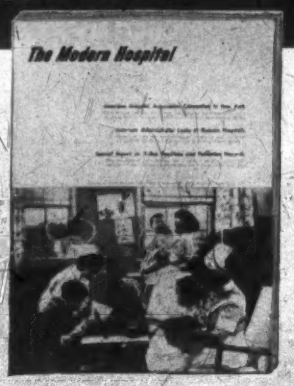
MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

when anyone who influences media selection chooses

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market



he has documented evidence of these factors:

1. The only inducement-free subscription circulation in the market.
2. Coverage of 84.7% of the market, 88.5% of the over-100 bed sector of the market.
3. Readership (documented by a continuing study of readership including more than 10% of the total audience in each twelve-month period).
4. Penetration of the market: verified pass-along (internally controlled) distribution.
5. A monthly frequency—preferred among hospital administrators by a margin of six to one—offering advertising continuity with economy.
6. Demonstrable advertising readership and action.
7. Superior editorial service provided by professional journalists and outstanding authorities in the field.
8. Editorial scope suited to all the needs and interests of its audience, balanced for maximum total impact.
9. For forty-seven years unchallenged leadership in advertising patronage.
10. Overwhelming evidence of preference among hospitals and hospital executive personnel for their own advertising (classified) through which they communicate with each other in search of personnel and employment.

Ask The Modern Hospital representative to show you the documents—or write direct.

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION

File hospital product information here

SINCE 1919, HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1961 Edition is now going to press. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.

Nielsen Network TV

Two Weeks Ending Oct. 16, 1960

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	World Series—Sunday (Gillette, General Motors; NBC)	21,967
2	World Series—Saturday (Gillette; General Motors, NBC)	19,888
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,758
4	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,944
5	Bob Hope Show (Buick, NBC)	17,040
6	World Series Mon.-Fri. (Gillette, General Motors, NBC)	16,272
7	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,775
8	The Untouchables (Several sponsors, ABC)	14,735
9	77 Sunset Strip (Several sponsors, ABC)	13,967
10	Checkmate (Brown & Williamson, Lever, Kimberly Clark, CBS)	13,922

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	World Series—Sunday (Gillette, General Motors, NBC)	48.6
2	World Series—Saturday (Gillette, General Motors, NBC)	44.0
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	41.5
4	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	39.7
5	Bob Hope Show (Buick, NBC)	37.7
6	World Series Mon.-Fri. (Gillette, General Motors, NBC)	36.0
7	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	34.9
8	The Untouchables (Several sponsors, ABC)	32.6
9	77 Sunset Strip (Several sponsors, ABC)	30.9
10	Checkmate (Brown & Williamson, Lever, Kimberly Clark, CBS)	30.8

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	16,724
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,413
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,690
4	World Series—Sunday (Gillette, General Motors, NBC)	14,102
5	Bob Hope Show (Buick, NBC)	13,470
6	The Untouchables (Several sponsors, ABC)	12,294
7	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	12,068
8	World Series—Saturday (Gillette, General Motors, NBC)	11,978
9	77 Sunset Strip (Several sponsors, ABC)	11,616
10	The Real McCoys (Procter & Gamble, ABC)	11,525

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	37.0
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	34.1
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	32.5
4	World Series—Sunday (Gillette, General Motors, NBC)	31.2
5	Bob Hope Show (Buick, NBC)	29.8
6	The Untouchables (Several sponsors, ABC)	27.2
7	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	26.7
8	World Series—Saturday (Gillette, General Motors, NBC)	26.5
9	77 Sunset Strip (Several sponsors, ABC)	25.7
10	The Real McCoys (Procter & Gamble, ABC)	25.5

† Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

E. F. Hamm Jr. to Receive 1960 Seley Transport Prize

E. F. Hamm Jr., publisher of *Traffic World*, will receive the 1960 Seley Awards for "distinguished service to transportation," George P. Baker, president of the Transportation Assn. of America, has announced. Mr. Hamm, an early president of Associated Business Publications who has been active in both publishing and transportation circles for many years and was named in September exec vp of American Society of Traffic & Transportation, will receive the awards in Chicago Jan. 18. They include a gold medal, a $1,000 transportation scholarship to a university chosen by Mr. Hamm, and an additional $1,000 directly to the same institution.

Ketchum Shifts Gallagher

Lester E. Gallagher Jr., director of merchandising of Ketchum, MacLeod & Grove, Pittsburgh, has been transferred to the agency's Alcoa account group. He was succeeded by Mrs. Bernice G. Preisser, marketing account supervisor.

Midwest Audio Names Culea

Midwest Audio Corp., Chicago, manufacturer of transistor public address systems for directional and safety use on school buses and other commercial vehicles, has appointed J. D. Culea Advertising, La Grange, Ill., as its agency.

Publisher Boosts Davidson

Rollo E. Davidson has been elected president of Associated Publishers Inc., Dallas. Mr. Davidson, who joined the company in 1946, as business manager, has been exec vp since 1954.

What Leaders Say

It's wonderful to have expressions like these about The Mirror Youth Program, started in 1941:

"You have made a truly constructive step in the right direction."—Gov. Nelson A. Rockefeller

"Your sports and cultural activities have provided most necessary outlets and guidance for our youngsters."—Mayor Robert F. Wagner

"Vitally important in training for responsible citizenship."—Robert Moses

"We will never be able to assess the full value to each boy and girl who participates."—President Charles H. Silver of the New York City Board of Education

And still more wonderful to feel the loyalty of Mirror homes—the cream of the mass market of New York.

Make The Mirror a MUST!

ONLY THREE OTHER CITIES!

In what cities are found newspapers of largest circulation, with the greatest number of paid copies daily? Here are the cities with the circulation leaders:

1. NEW YORK
2. CHICAGO
3. PHILADELPHIA
4. KANSAS CITY

Outside of New York, Chicago and Philadelphia, The Kansas City Star prints and sells more copies daily than any other newspaper in America.

(M) Morning (E) Evening	DAILY PAID CIRCULATION
New York News (M)	2,003,758
Chicago Tribune (M)	867,940
New York Mirror (M)	827,231
Philadelphia Bulletin (E)	707,823
New York Times (M)	686,246
New York Journal-American (E)	607,000
Philadelphia Enquirer (M)	606,823
The Kansas City Star (ME)	**670,444**
Chicago News (E)	551,462
Chicago Sun-Times (M)	543,504
Boston Record-American (ME)	538,086
Minneapolis Star-Tribune (ME)	527,155
Los Angeles Times (M)	523,626
Detroit Free Press (M)	500,220
Detroit News (E)	480,673
New York World Telegram & Sun (E)	464,205
Atlanta Constitution-Journal (ME)	462,993
Chicago American (E)	454,941
Baltimore Sun (ME)	415,095
Washington Post (M)	401,736
St. Louis Post-Dispatch (E)	396,212
Louisville Courier-Journal & Times (ME)	391,284
Cleveland Press & News (E)	388,247
Milwaukee Journal (E)	375,950
Los Angeles Examiner (M)	374,776
Indianapolis Star & News (ME)	374,228
Detroit Times (E)	373,295
Memphis Commercial-Appeal (ME)	367,143
New Orleans Times-Picayune (ME)	366,422
Los Angeles Herald-Express (E)	361,291
Des Moines Register-Tribune (ME)	358,097
Boston Herald-Traveler (ME)	355,642
New York Herald Tribune (M)	352,490
Boston Globe (ME)	340,071
New York Post (E)	335,840
St. Louis Globe-Democrat (M)	325,832
Miami Herald (M)	321,461
Newsday (E)	317,217
Columbus Dispatch & Citizen-Journal (ME)	316,750
Pittsburgh Press (E)	315,156
Los Angeles Mirror (E)	312,238
Cleveland Plain Dealer (M)	308,142
Long Island Press (E)	302,368

Source: Standard Rate & Data Service, Oct.-Nov., 1960

THE KANSAS CITY STAR

EXPANSIO

NEWS REP

INFO

Brand new: Lively, five-minute features every day, 43 programs a week. These combine intriguing ideas and people, like "Your Man in Paris" with David Schoenbrun, "A Woman's Washington" with Nancy Hanschman. Others present Charles Collingwood, Douglas Edwards, Zachary Scott, Myrna Loy, Alan King and many more. Long-time CBS Radio information and cultural programs continue, of course, including "Capitol Cloakroom," "Invitation to Learning," "New York Philharmonic," "Face the Nation."

SPORTS S

PERSO

More good company than anywhere else in radio. There's just one place to find a regularly scheduled all-star lineup that includes Arthur Godfrey, Art Linkletter, Garry Moore, Bing Crosby, Rosemary Clooney, Mitch Miller, the colorful new "In Person" program nightly featuring Ron Cochran and people in the news. They're all on the CBS Radio Network.

The CBS Radio Network announces for the '60s: an expanded program structure, new audience appeal and selling opportunities seven days a week—all starting November 28th.

ON

Now CBS Radio becomes the first network to present ten minutes of news on the hour. This means more complete coverage by the top news team in broadcasting. In addition: Edward R. Murrow, Lowell Thomas, Allan Jackson, Howard K. Smith, Robert Trout, "World News Roundup," "World Tonight" on a regular schedule, plus the unrivaled coverage of special events by CBS News.

ORTS

ORMATION

Ten more weekend sports programs are scheduled as ex-Yankee Jerry Coleman joins Phil Rizzuto and Pat Summerall in providing knowledgeable sports reporting all week long, 52 weeks a year. And important events—big Bowl games, the full New York Giants football season, horse racing's Triple Crown, the Masters Golf Tournament—are all on the CBS Radio Network.

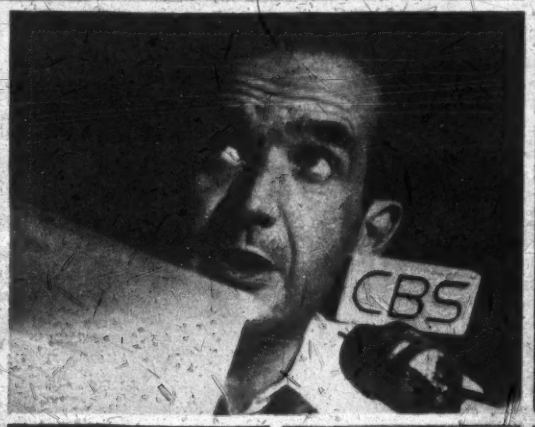
OWS

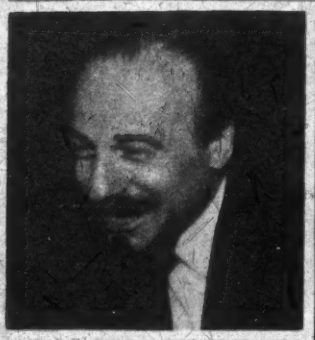
ONALITIES

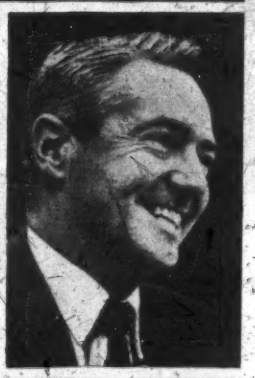
ONLY

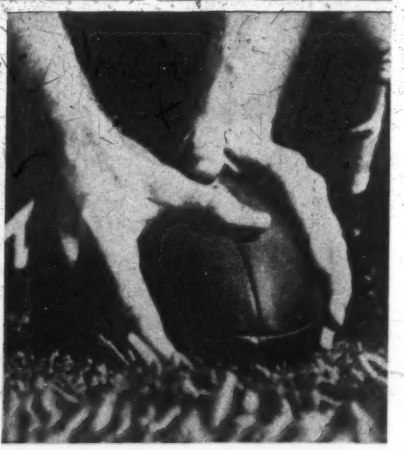
Only the CBS Radio Network offers advertisers such a range of selling opportunities, morning to night, seven days a week. From a single segment of Arthur Godfrey to a full-scale saturation campaign. For years, this network has been first in programs and audiences. Now the expanded schedule means even greater leadership. And more reason than ever to use the tremendous selling power of

THE CBS RADIO NETWORK









IT TAKES THREE—*Studebaker-Packard introduces its 1961 Hawk in newspapers and magazines with testimonials from famous people who own "several exemplary automobiles." The Hawk is being produced in limited numbers, each car "personalized for the owner." D'Arcy Advertising Co. is the agency.*

Galbraith, Hoffman & Rogers Agency Is Created via Merger

NEW YORK, Nov. 8—A new agency, Galbraith, Hoffman & Rogers, has been formed through the merger of Galbraith-Hoffman, New York, and Rogers & Collins, Baltimore.

The new agency will handle 36 accounts, billing "over $2,000,000." The accounts are split about evenly between both agencies, although the Galbraith agency is bringing "a little more than half" of the billings to the merger. There will be no account conflicts. Galbraith's largest accounts are Parfums Corday (print only); Estee Lauder Cosmetics, Speed Dry Chemical Corp. and Republic Carloading & Distributing Co. The largest accounts coming from Rogers & Collins are Nationwide Insurance, Steiff Sterling and Resisto Ties.

Under the new setup, William R. Galbraith will remain as president, with Wallace R. Hoffman as exec vp and treasurer. James B. Rogers, former president of Rogers & Collins, will become senior vp of the new shop. Charles R. Collins Jr., former vp of the Baltimore agency, will become a vp and general manager of the Baltimore office.

• In its announcement, the new agency said the merger "represents an awareness of the growing importance of the Southeast in industry and commerce. Recent years have seen a transition of a substantial number of companies from New England and the East, who have relocated in the Southeast for more beneficial labor conditions, taxes, etc.," thus offering an "excellent growth potential for us."

The Galbraith agency was founded ten years ago; Rogers & Collins, three years ago. #

Tidewater Boosts Whalen

Tidewater Oil Co., New York, has appointed Donald T. Whalen marketing manager. Mr. Whalen, formerly retail sales manager of Tidewater's western division, succeeds J. Ronald Getty, recently named president and general manager of the company's new European subsidiary, Veedol International.

Chudacoff, Margulis Adds 2

Chudacoff & Margulis, Los Angeles, has been appointed agency for B. C. Lighting Mfg. Co., Culver City, Cal., and the western division of FXR Inc., Venice, Cal., maker of micro-wave equipment and modulators.

'Sunset,' Supplements, TV in Sweet-10 Regional Push

Full pages in *Sunset Magazine*, newspaper Sunday supplements and tv spots are being used for the introduction of Sweet-10, a no-calorie sweetener, in the Southern California and Arizona markets by Tidy House Products Co.

Sales in the new market areas are being handled by the sales staff of Pillsbury Co., of which Tidy House is a subsidiary. Sweet-10 is already distributed in the Midwest.

Honor Awards Handbook Appears in New Edition

A revised edition of "Honor Awards Handbook," a directory of contests and awards in radio, tv, newspapers, magazines and allied fields, has been published by Milton L. Levy. Larger than the original 1957 edition, which has been out of print since 1959, the new edition contains specific information about more than 175 contests and awards. Price is $7.50. More information is available from the publisher, P. O. Box 425, Berkeley, Cal.

Hupp Unit Sets New Ad Push

Perfection Industries division of Hupp Corp., Cleveland, manufacturer of domestic and industrial heating units, has launched a national advertising campaign for its new mobile car heater, and has appointed Butrick & Associates, Cleveland, to handle the push. The campaign includes consumer magazines and business publications.

6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla. *Source: Media Records

95% of People Don't Buy Chun King, Says Madcap Copy in $1,000,000 Push

Drive Opens in Radio; TV Also Planned for New Freberg Effort

DULUTH, Nov. 8—Chun King Corp. will spend $1,000,000 on a zany radio-tv advertising campaign to let the world know that 95% of the people in the country aren't buying Chun King chow mein.

After the campaign, put together by madcap entertainer-producer Stan Freberg, gets rolling, Jeno F. Paulucci, president of Chun King, naturally hopes that a lot of the non-buyers will have been turned into buyers, raising his company's already respectable volume of $30,000,000 a notch or so.

The "truth in advertising" drive already has started with minute radio spots in 25 major markets; 70 times a week in New York, Los Angeles and Chicago, and 50 times a week in other cities, audiences are being wooed with announcements like these:

• **Chorus:** 95% of the people in the U.S.A. are buying Chun King chow mein.

• **Interrupter (Stan Freberg):** (*Policeman's whistle*)—Hold it please . . . That's not exactly true. Only 5% of the people are buying it; 95% have never bought a single can.

• **Announcer:** Uh, do you want us to say that?

• **Interrupter:** Why not? Lay it on the line. Let's have a little truth in advertising for a change.

• **Announcer:** All right.

• **Chorus:** Correction! 95% of the people in the U.S.A. are not buying Chun King chow mein.

• **Interrupter:** That's better.

• **Chorus:** It could be that they don't like the label. Or simply think it isn't going to be very good—but should that 95% of the people ever try Chun King they're gonna eat Chun King chow mein for the rest of their lives.

• **Interrupter:** Wouldn't that be a little monotonous?

• **Announcer:** Okay.

• **Chorus:** For the rest of the week.

Second spot

(*Music, gong.*)

• **Announcer:** (*Pompously*) Exotic Chun King chow mein—so crisp, so succulent, you'll want it every night of the week.

• **Interrupter:** Just a minute there . . . (*chuckle*) . . . you can't expect people to eat Chun King chow mein every night of the week.

• **Announcer:** Why not?

• **Interrupter:** Well, I mean, wouldn't that get a little tiresome? You wouldn't expect Chinese people to eat American food every night, would you? Like hot dogs?

• **Announcer:** Well, here comes an ancient Chinese gentleman now. We'll ask him.

(*Knock*)

• **Announcer:** Hello.

• **Chinese gentleman:** Hello.

• **Announcer:** What did you have to eat last Monday?

• **Chinese gentleman:** Hot dog.

• **Announcer:** Last Tuesday?

• **Chinese Gentleman:** Hot dog.

• **Announcer:** Wednesday?

• **Chinese gentleman:** Hot dog.

• **Announcer:** Thursday?

• **Chinese gentleman:** Hot dog.

• **Announcer:** Friday, Saturday, Sunday?

• **Chinese Gentleman:** Hot dog, hot dog, hot dog—

(*Door closes.*)

• **Announcer:** Well, I guess that

WTRF-TV STORY BOARD

It's easy! All you have to do to lick middle age is to keep looking like your old self without feeling it!
T. R. EFFIC!

wtrf-tv Wheeling

Production is the answer to inflation. To illustrate, may we point out that rabbit fur is cheaper than mink!

Wheeling wtrf-tv

What America needs is a good $5 psychiatrist!

wtrf-tv Wheeling

Two nudist camps played a football game, both teams made a good showing.

Wheeling wtrf-tv

Then there was the exterminator who worked for years to perfect a new exterminating machine and then couldn't get the bugs out of it.

wtrf-tv Wheeling

Why is WTRF-TV Wheeling a primary TV BUY? Two million people spending over 1¾ billion dollars annually in 7,500 retail outlets 'get the message' from WTRF-TV advertisers. Are they getting your message? George P. Hollingbery will arrange it. Merchandising, too.

Wheeling wtrf-tv

Overheard at an airport in Hawaii by Lil Tilton
Man: "Lady, I've just arrived here and before I go into town, could you tell me if Hawaii is pronounced Ha-wah-ee or Hä-vah-ee?"
Lady: "Why it's Ha-vah-ee, of course."
Man: "Thank you very much."
Lady: "You're welcome!"

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

takes care of—
(Door opens.)

- **Chinese gentleman:** You pay $2 please?
- **Announcer:** Later . . .
(Door shuts.)
- **Announcer:** Well . . . *(laugh)* . . . I guess we'd better sing, huh?
- **Interrupter:** I daresay.
- **Chorus:** 95% of the people in the U.S.A. are gonna love Chun King chow mein once they give it a try—
(Music)
(Knock—Door opens.)
- **Chinese gentleman:** Hot . . . . . .
- **Announcer:** Will you forget it?
(Gong, music.)

■ The drive, placed through Batten, Barton, Durstine & Osborn, will spread to tv later this month. Participations on NBC's Dave Garroway and Jack Paar shows will be used along with the spot schedule. Radio spots will advise listeners to watch for the tv sell later in the evening. The tv push will be kicked off with a world premiere for the first commercial to be staged with traditional Hollywood ballyhoo at Grauman's Chinese Theater. There buyers will be presented with a "Do it yourself foot imprint kit."

Chun King, which claims to spend more on advertising for its frozen and canned foods than the rest of the American-Oriental specialty industry combined, will concede in its Christmas spots that chow mein doesn't belong on the Christmas table.

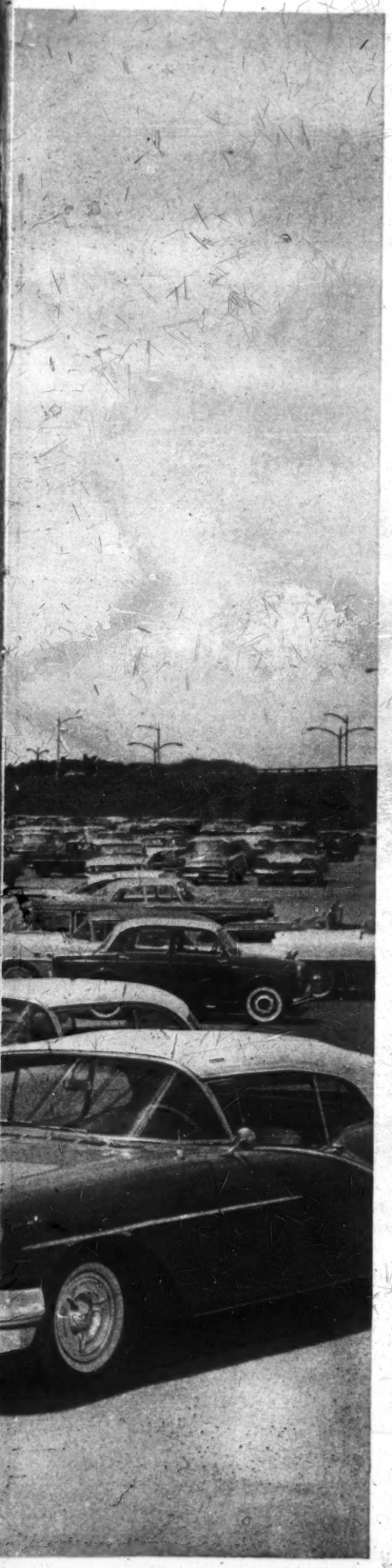
Mr. Freberg, who attended sales meetings to launch this campaign, also has had a hand in the supporting merchandising effort. Point of sale materials include wire hangers, combination shelf talkers, cabinet cards, window posters and lapel buttons. #

Mutual Sets Up 2 Bureaus

Mutual Broadcasting System, New York, will have news bureaus in operation in Los Angeles and San Francisco by Jan. 1, 1960. The new offices will provide regional news broadcasts for Mutual's 50 affiliates in the Pacific division and supply material for the radio network's 36 daily five-minute "Operation Newsbeat" shows. States in the Pacific division are California, Oregon, Washington, Idaho, Nevada and Arizona.

Gottlieb Co. Moves, Adds

E. D. Gottlieb Co., New York, has moved to 10 E. 49th St. Recent personnel additions include Eugene Cogen, formerly with Matthew Fox Enterprises, as vp in charge of public relations; Roy Silver, formerly with Scientific Design Co., director of client services; Howard A. Schneider, previously with Guild Films, art director; and Floyd Stone and Nancy Fugit copywriter and time buyer, respectively.



NOW!
THE ★★★★ ★★★★
SHOPPING CENTER NETWORK
delivers new selling power!

★ Puts your product advertising on display in 245 of America's 400 leading shopping centers...in nearly 100 top metropolitan markets.

★ Gives you 63,000,000 exposures per month; costs as little as 25¢ per thousand shopper trips.

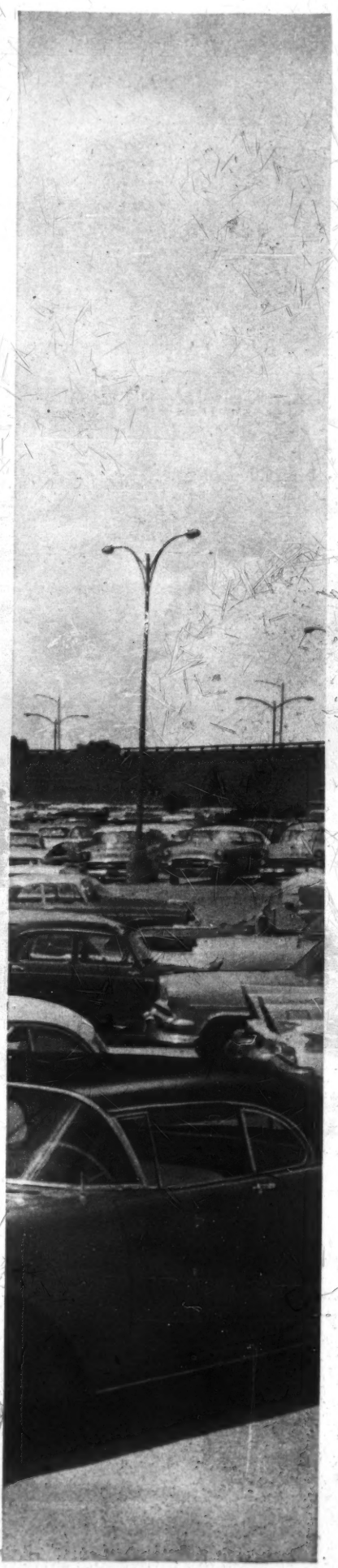
★ Delivers your selling message repeatedly throughout the parking area . . . to shoppers in an ideally receptive mood.

★ Reaches America's richest mass market: high-income, highly acquisitive suburban families.

★ Offers you opportunities for sustained, long-term selling or short-term seasonal promotion . . . nationally, regionally, or by market.

Note: By publication time, figures quoted may be obsolete. For the latest information on this fast-growing new medium, write, wire or call collect.

NATIONAL ADVERTISING CO.
Shopping Center Network Division, 6850 South Harlem, Bedford Park, Ill., LUdlow 5-6600 (Chicago)
A subsidiary of Minnesota Mining and Manufacturing Co.
3M COMPANY



We're Rich!

Rich in buying power...

Rich in reading power...

Pontiac, Michigan represents a growing, dynamic, *rich* market for newspaper advertisers. What's more, THE PONTIAC PRESS provides such exclusive coverage (61% of Pontiac Township households take *only* the PRESS) that no other newspaper provides the penetration you need to successfully sell your products. (THE PONTIAC PRESS is preferred 3 to 1 over the leading Detroit paper.)

It's facts like these that are causing more and more advertisers to select the PRESS:

- Leader in the Community. 76% take THE PONTIAC PRESS.
- Leader in Creating Sales. 21% of PRESS homes make over $7500.
- Leader in Home Delivery. 98% of coverage is home-delivered.

THE PONTIAC PRESS is the full-coverage *independent* newspaper serving the Pontiac area and Oakland County since 1842!

MARKETING IN MICHIGAN . . . ?

THE
PONTIAC
PRESS
PONTIAC, MICHIGAN

Circulation 59,339 Publisher's Statement Ending September 30, 1959
Represented by:
Scolaro, Meeker & Scott
New York, Chicago, Philadelphia, Detroit
Doyle & Hawley
Los Angeles & San Francisco

General Nutrients to Powell

General Nutrients Corp., Northfield, Ill., marketer of Standard Plus vitamins, has retained Powell, Schoenbrod & Hall, Chicago, as its agency.

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, LO 4-3123

BREADBOX—*Johnston Pie Co., Los Angeles, a subsidiary of Ward Baking Co., is marketing frozen Walnut Raisin Bread in a sealed box with a lock-tab and polyethylene coating.*

Network Radio's Top Advertisers*

Based on Four Weeks Ending Sept. 4, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Pepsi-Cola Co. (4 Nets)	588	186,386
2	Chevrolet-General Motors (CBS, NBC)	218	109,350
3	Midas Inc. (NBC)	170	89,566
4	Liggett & Myers (CBS, MBS, NBC)	303	88,926
5	R. J. Reynolds (4 Nets)	269	83,378
6	Metropolitan Life Insurance (NBC)	125	62,911
7	Ex-Lax Inc. (4 Nets)	136	46,938
8	Kellogg Co. (CBS)	80	44,514
9	Frito Co. (ABC, NBC)	155	38,574
10	General Foods (ABC, CBS, MBS)	84	37,296
11	Grove Division—Bristol-Myers (CBS, NBC)	85	35,705
12	Time Inc. (NBC)	81	35,462
13	Hudson Vitamin Products (MBS)	146	35,456
14	Seven-Up Co. (CBS)	68	34,368
15	A. E. Staley Mfg. Co. (CBS)	44	33,629
16	American Tel. & Tel. (4 Nets)	165	32,783
17	Automotive-American Motors (NBC)	82	26,416
18	Nylonet Corp. (MBS)	87	26,160
19	General Mills (ABC, MBS, NBC)	78	25,473
20	Bristol-Myers Co. (CBS)	32	22,201

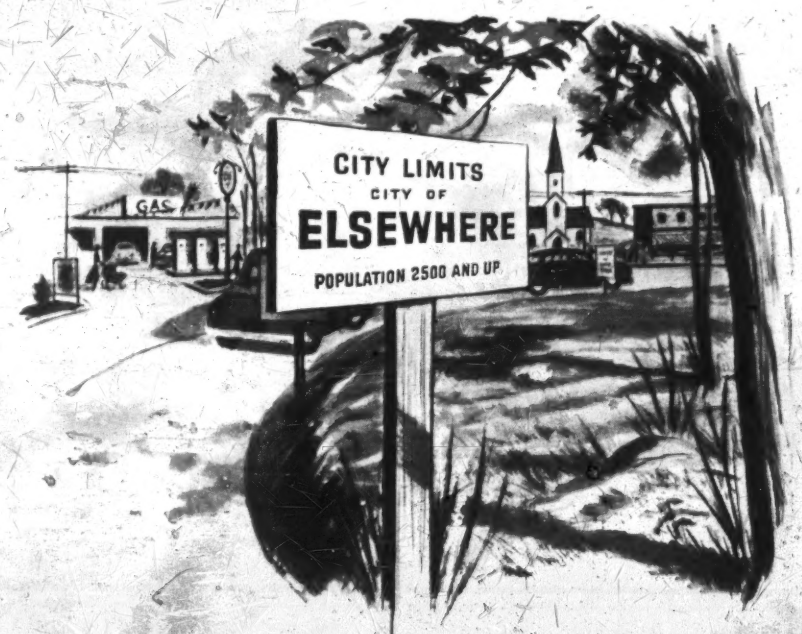
Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Chevrolet-General Motors (CBS, NBC)	202	94,177
2	Pepsi-Cola Co. (4 Nets)	197	72,811
3	Midas Inc. (NBC)	128	63,351
4	Liggett & Myers (CBS, MBS, NBC)	224	57,034
5	Metropolitan Life Insurance (NBC)	105	50,481
6	Seven-Up Co. (CBS)	102	49,496
7	R. J. Reynolds (4 Nets)	168	46,910
8	Sylvania Electric Products (ABC, CBS)	66	29,099
9	Oldsmobile-General Motors (CBS, NBC)	63	28,676
10	Ex-Lax Inc. (4 Nets)	79	27,808
11	Time Inc. (NBC)	71	27,599
12	Kellogg Co. (CBS)	56	26,399
13	Hudson Vitamin Products (MBS)	113	25,743
14	Sterling Drug (CBS, MBS)	68	25,622
15	Grove Division—Bristol-Myers (CBS, NBC)	64	25,575
16	A. E. Staley Mfg. Co. (CBS)	34	24,780
17	General Foods (ABC, CBS, MBS)	54	24,744
18	Bristol-Myers Co. (CBS)	32	21,359
19	Nylonet Corp. (MBS)	68	21,302
20	General Mills (ABC, MBS, NBC)	63	19,590

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Merriman Opens Own Business

Tom Merriman Products, a company which will specialize in the original composition and production of music for radio and television commercials, motion pictures, industrial shows and conventions, sales meetings and stage presentations, has been founded with headquarters at 3101 Routh St., Dallas. The founder, Thomas W. Merriman, formerly was president of Commercial Recording Corp.



WHAT ARE THE MERCHANTS OF "ELSEWHERE" DOING?

ACB Research Reports will tell you if they are advertising your brand... your competitor's brand...and to what extent...you see all 1,393 markets as one clear, coherent picture

In and around the 1,393 cities in which daily newspapers are published there circulates newspaper display advertising costing two billion dollars yearly.

This newspaper advertising expenditure is *far larger than that of all other media combined.* Yet you never see it! Aside from your home town, the other 1,392 key markets are pretty much a blind spot.

What's going on . . . are the merchants of these 1,392 "ELSEWHERE'S" *pushing your brand . . . supporting a rival brand . . . ignoring your field . . . are competing brands dominating certain towns or areas with their nationally placed newspaper advertising . . .*

The answer to these and similar questions are of vital importance to manufacturers whose goods are sold through retail outlets. ACB Reports tell you *exactly* what is going on in any one or more of these markets.

Leading merchandisers rely on ACB Reports. Lever Brothers Co., soap and allied product manufacturer says:

"Various departments here at Lever Brothers have used ACB facilities for more than 15 years. It is rather difficult to enumerate the many ways in which this information has been used, but suffice it to say it has provided a valuable tool for our advertising and sales departments over the years."

More than 1,100 progressive companies are subscribers to one or more of ACB's 14 different Newspaper Research Services.

Send for big ACB Catalog

If you are not thoroughly informed on the many uses of ACB Reports ask for the *big* ACB Catalog. Its 48 pages are filled with the uses to which these Reports may be put for more efficient management of sales and advertising and other useful data. Catalog sent free on request.

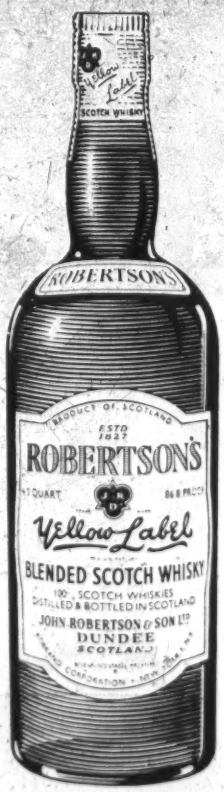
ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

353 Park Ave. South • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

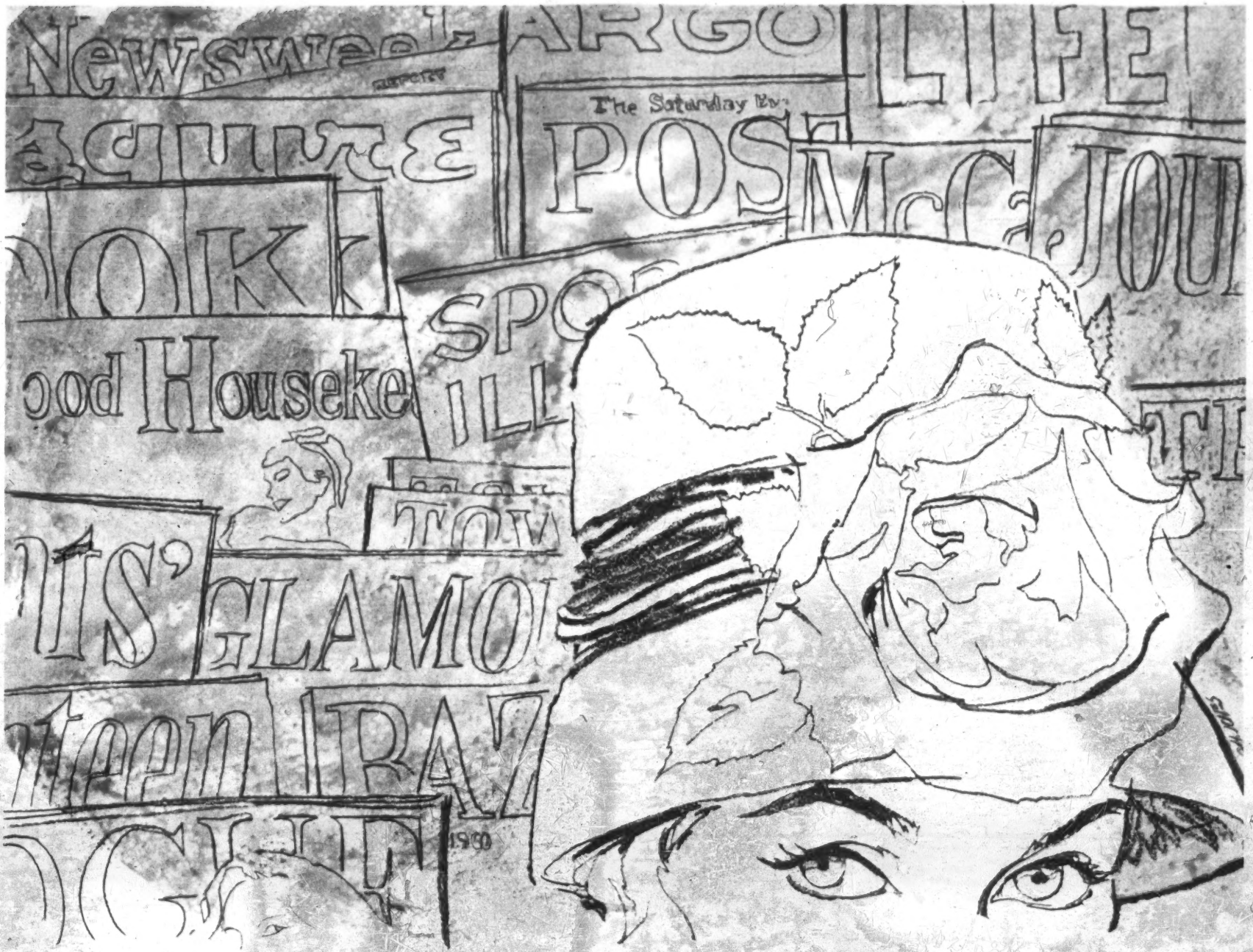
ACB
The ADVERTISING CHECKING BUREAU INC.

Unchanged Since 1827



ROBERTSON'S YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N.Y.-1, N.Y.

George H. Jones, associated with Stevens-Gross Studios, Chicago, has distinctively illustrated ads for some of the most prominent national magazine advertisers.



how many looks make a sale?

How many times must a prospect look at your product . . . your package . . . your sales message . . . before a sale is made? This is a question to consider closely when selecting media for national advertising. An important reason for presenting your product in national magazines is that no limit is placed on the number of looks a reader is allowed. The magazine reader who is stopped by your advertisement can take as many looks as she wishes . . . for as long as she wishes . . . until they add up to a sale.

Printed advertising in national magazines is made dynamic by the reader's attention . . . which is commanded by the skills of artist and writer. Quality of printed reproduction is part of this selling effect. To this we have contributed, for more than a quarter century, the finest photoengravings that money can buy. We join with well-known magazine artists and photographers to express our appreciation of the basic values of national magazine advertising.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant for letterpress and gravure
333 West Lake Street, Chicago

MPA Names Chairmen

The Magazine Publishers Assn. has named the following committee chairmen: J. Paul Young, Conde Nast Publications, circulation committee; Howard Allaway, *Popular Science*, editorial; Eliott D. Odell, *Farm Journal*, membership; Kent Rhodes, *Reader's Digest*, nominating; F. E. Church, Time Inc., production.

Appliance List Prices 'Pure Fiction': FTC; Public Needs 'em as Haggling Base: Dealers

WASHINGTON, Nov. 8—The Federal Trade Commission's efforts to "educate" local appliance dealers into abolishing list price ads ran into determined opposition at an informal meeting called to stamp out deceptive pricing here.

FTC officials contend that list prices are phony because nobody sells at them any more. The appliance dealers countered that buyers need to know the list price as a means of identification and comparison. About 40 dealers showed up for the meeting.

Since the commission issued its "guides against deceptive pricing" in October, 1958, it has been waging an intensive campaign to force companies engaged in interstate commerce to get rid of phony pricing ads. In Washington, where FTC has broad jurisdiction over all segments of business, it has especially been concentrating on retailers.

■ After "educating" the dealers, FTC served notice that it was on the verge of blanketing local appliance retailers with legal actions to force them to stop comparing selling prices to list prices. The commission contends that list prices in Washington "are purely fictitious" as far as most appliance dealers are concerned. Their only purpose, FTC says, is to exaggerate the buyer's savings.

Even so, appliance dealers stressed that they want to retain list prices for the consumer's sake. The dealers contended that buyers compare and identify the product by list prices. "Buyers don't know value intrinsically; it's a comparative thing," one dealer said. "The public recognizes list price as a point from which it can haggle.

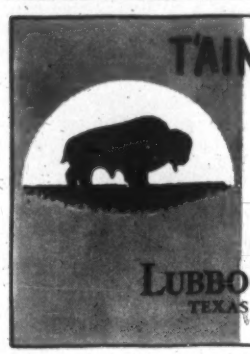
"Any change should be started at the manufacturers' level," he said. "They should play up the model number in their ads, instead of list price. The way it is now, buyers tend to identify the product by the list price."

■ William Dixon, legal advisor on guides to the bureau of consultation, said that only the "hep" buyers knew there was a difference between the list price and the selling price.

The commission's position is that list price should reflect "the usual, customary price in the trade area," or they shouldn't be used at all.

In calling the appliance dealers meeting, FTC was hoping for the same kind of quick cleanup it worked out with furniture dealers in February. At that time furniture retailers signed a "pledge" to live up to the guides against deceptive pricing. #

COMPOSITE—*Liberty Mutual Insurance Co., Boston, wraps up 35 of its past ads in this b&w spread, scheduled in the November issue of Fortune and Nov. 14 issue of The Wall Street Journal. Batten, Barton, Durstine & Osborn is the agency.*



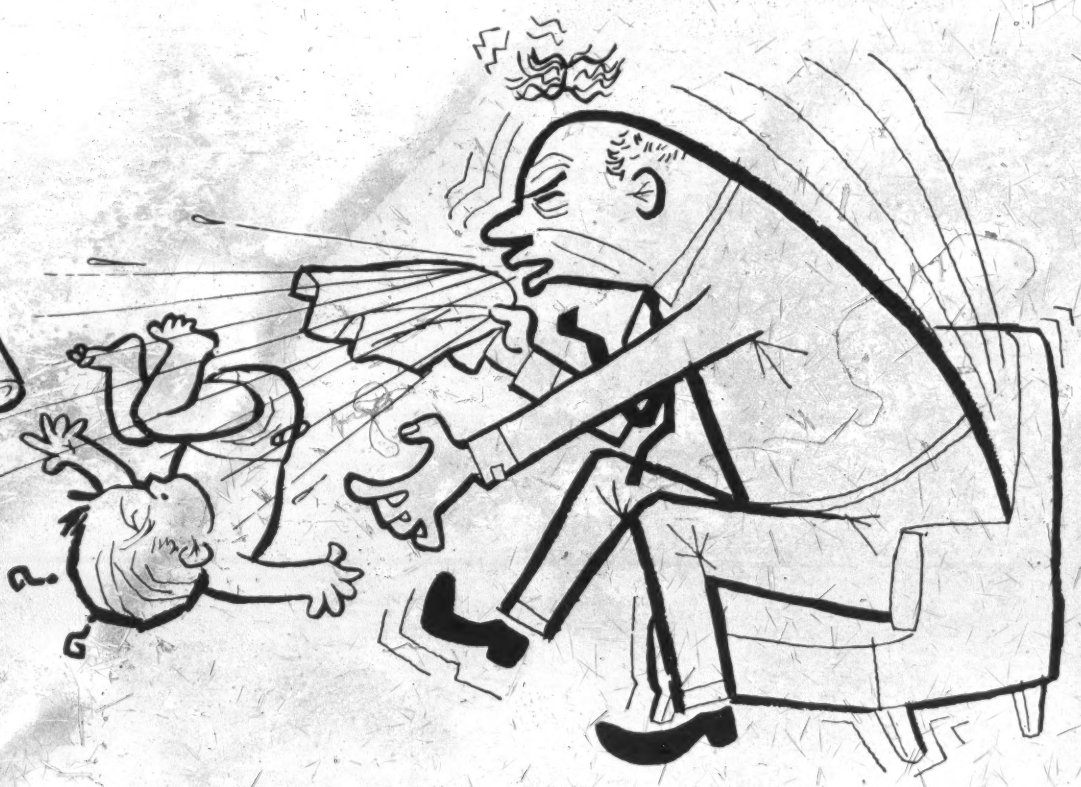
T'AINT NECESSARILY SO!

Some folks figure we eat mostly buffaloes and berries out here in Lubbock. T'aint necessarily so.

Last year our grocery bill added up to a hefty $42,495,000 in Lubbock County. So you can see we're mighty fond of good grocery and food products.

If you're looking for new markets to conquer, come on down and look us over. If you can't make it today, mosey over and check us out in your trusty SRDS and Sales Management

LUBBOCK AVALANCHE-JOURNAL
TEXAS
Morning — Evening — Sunday
ROP COLOR AVAILABLE EVERY ISSUE



WAVE-TV Gives You
28.8% MORE SNEEZES!
(and 28.8% more prospects for your products!)

A *minimum* of 28.8% more families watch WAVE-TV than any other television station in Kentucky, sign-on to sign-off in any average week.

In our heaviest-viewing period, the percentage is a lot higher than that! And practically *every one* of all these extra families has its share of coughs, snuffles, sneezes, sniffs and other "symptoms of cold"!

WAVE-TV gives you *much* lower cost-per-1000. We can prove it. So can NBC Spot Sales. Interested?

Source: NSI, July, 1960

WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Patterson-Sargent Names Miss Dreher Ad Manager

Patterson-Sargent Co., Cleveland, paint manufacturing subsidiary of H. K. Porter Co., has named deJane Dreher advertising manager. Miss Dreher was formerly vp of Leech Advertising, Cleveland.

deJane Dreher

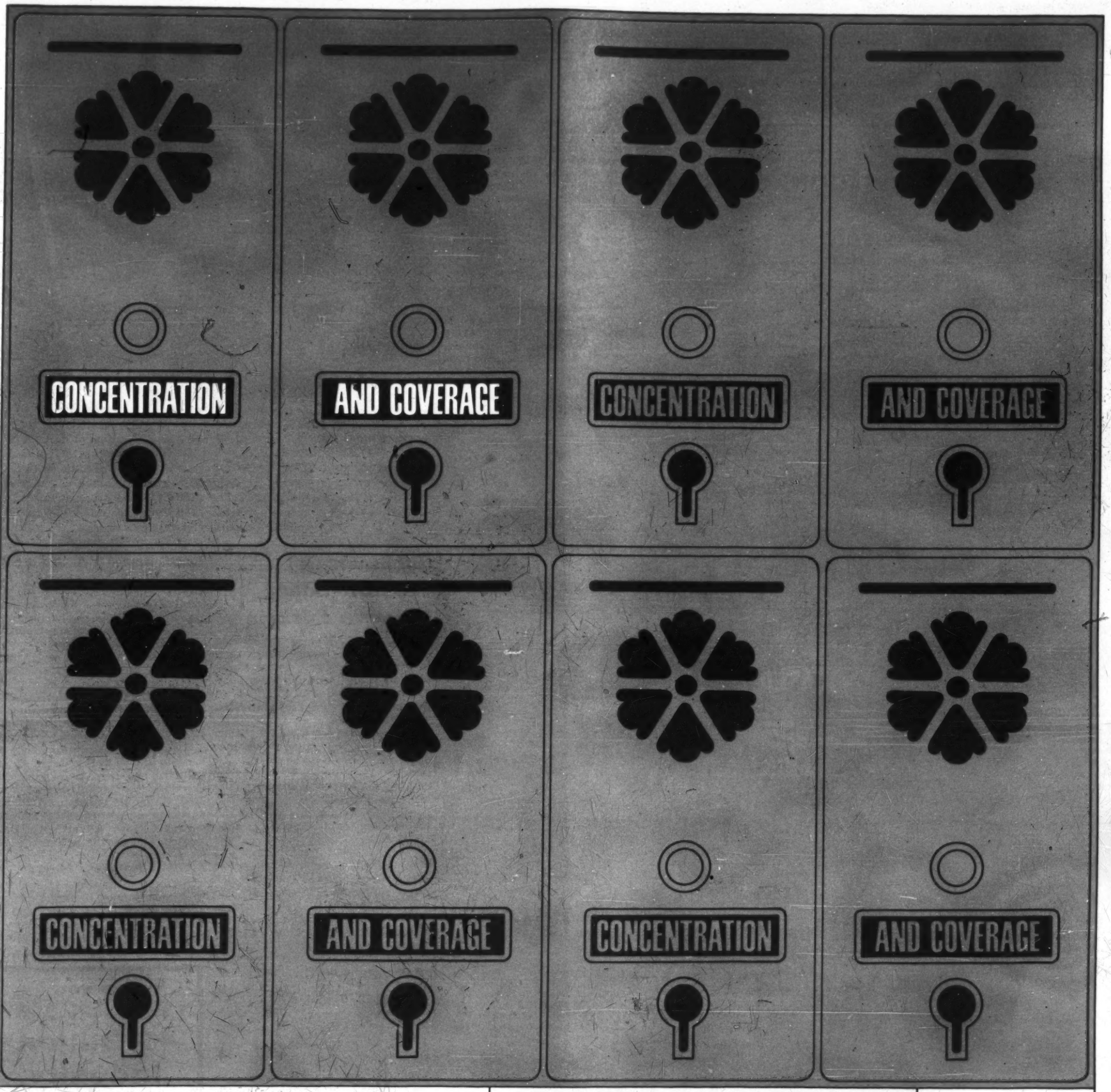
Leslie Hartnett, general manager, said Miss Dreher will provide "a woman's viewpoint in the marketing of paint." She previously had been with Carr Liggett Advertising and Capper Publications.

Broderick & Bascom Names Winius-Brandon Co.

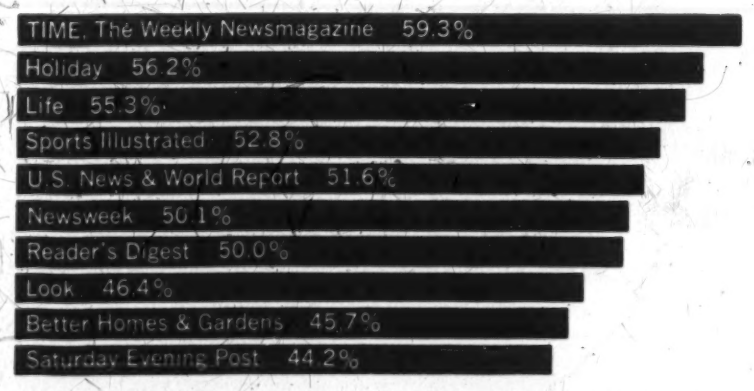
Broderick & Bascom Rope Co., St. Louis, manufacturer of wire rope, has appointed Winius-Brandon Co., St. Louis, as its agency. In an earlier story of the appointment (AA, Oct. 31), Broderick & Bascom was incorrectly identified as Bascom Rope Co.

Westcott Joins Alexander

Ted Westcott, former midwestern tv sales manager of visual sales aids and creative services for business of Wilding Inc., has been named St. Louis resident vp of Alexander Film Co., Colorado Springs, producer and distributor of theater screen and tv commercials.



URBAN POPULATION
Circulation concentration in the top 100 counties



Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports—TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

IN THE BIG CITY MARKETS

More than half of America's urban population clusters in just 100 of the 3,070 counties in the U.S. In those top counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation. Another demonstration that in important marketing categories TIME gives you concentration and coverage—where it counts.

THAT'S

TIME

Williams to Ad Display

David A. Williams, who formerly operated his own agency specializing in sales promotion and point of sale in Tacoma, Wash., has been named merchandising director of Advertising Display Associates, San Francisco. Mr. Williams also has been with Carling Brewing Co., formerly Heidelberg Brewing Co., as merchandising manager and assistant ad manager.

Zlowe Adds Two Accounts

Pincus Bros. Maxwell Inc., Philadelphia, maker of men's clothing, has appointed Zlowe Co., New York, to handle its advertising. The company's first major national ad promotion will run next spring to promote its new brand name, PBM Clothes. Zlowe also has been named to handle advertising for Perfect Brassiere Co., Jersey City, manufacturer of Wings bras. Marvin & Jesse Levine previously handled Perfect Brassiere.

Union Switch Boosts Two

Union Switch & Signal division of Westinghouse Air Brake Co., Swissvale, Pa., has appointed John W. Hansen manager, headquarter sales, a new position. Mr. Hansen was formerly manager of sales promotion and advertising. Clarence E. Lane has been named to succeed Mr. Hansen as manager of sales promotion and advertising.

Unusual Offering

FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.

8,325 Sq. Ft.

- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Call Mr. Krueger

BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373

Scott Hatch Huffman

KING SIZE—*George D. Scott, vp in charge of sales, and George Huffman, general sales manager of the packaging equipment division of Ex-Cell-O Corp., Detroit, and Fred Hatch, senior vp of MacManus, John & Adams, Ex-Cell-O's agency, examine a greatly enlarged proof of an ad promoting Pure-Pak milk cartons, which will appear next year in eight magazines. The entire 1961 ad program was unveiled in Chicago before more than 100 Pure-Pak sales representatives and carton converter representatives.*

Publishers Get 24,000,000 Data Requests: Erickson

NEW YORK, Nov. 8—Ever tear out a multiple-request reply card in a magazine, circle a few numbers on it and send it to the publication for more information on products or services that interested you?

An estimated 4,799,999 other readers did the same thing last year, asking for data on an average of five or six items. Handling the estimated 24,000,000 inquiries cost more than $2,000,000, according to a survey conducted by Erickson Enterprises, reader request analysis firm.

■ In October, 1960, at least 500 publications offered multiple-request reply cards, compared with 450 two years ago, Ann Erickson, president of the company and pioneer in the field, said. Twelve years ago she had one magazine as a client; now her staff processes reader service cards for 146 magazines.

Other findings of the survey of a cross-section of 311 publications in 137 fields:

- Most of the publications offering reader service are monthlies.
- The service is most common in vertical publications, least common in news publications.
- Some publishers get as many as 20,000 reader request cards each month. Others receive as few as 20. One publication reported an apparent record of 75,000 cards in a month. Approximate total for all: 400,000 cards per month.
- Most readers get a choice of up to 200 items per reply card. A few publications offer as many as 1,000.

North Advertising Adds Two

Dennis Altman and Martin Cohen have joined North Advertising, Chicago, as writers in the agency's creative department. Mr. Altman formerly was with McCann-Erickson, Chicago. Mr. Cohen previously was a copywriter for Montgomery Ward & Co.

KROY Adopts 2% Discount Plan

KROY, Sacramento, has adopted a new policy, effective Dec. 1, 1960, which will allow agencies to take a 2% cash discount if the account is paid by the 20th of the month following billing.

Rumrill Names 3; Adds Account

Rumrill Co., Rochester, has named William G. Rolley an account executive on Eastman Kodak, John Jakes a copywriter, and John E. Stoller broadcast media manager. Mr. Rolley formerly was general sales manager of Theater Network Television. Mr. Jakes previously was promotion manager of Abbott Laboratories. Mr. Stoller was a Rumrill account executive. At the same time, the agency has transferred all broadcast media selection work from its Buffalo branch to Rochester. Rumrill also has been named by the Development Commission of Vermont to handle the state's 1961 advertising and promotion. Rumrill succeeds Hays Advertising, Burlington, Vt., on the account.

Leslie Advertising Moves

Leslie Advertising, Greenville, S. C., has moved to larger offices at 618 N. Main St. The agency, which was established early in 1959, now serves some 30 accounts.

UNDUPLICATED COVERAGE
of a
$2.9 BILLION MARKET

CITY ZONE . . . 97%
METRO AREA . . . 91%
RETAIL TRADE ZONE . . . 79%
(19 Counties)
TOTAL MARKET . . . 55%
(103 Counties in Nebr. and Western Iowa)

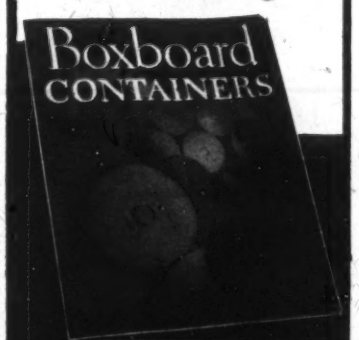
maha World-Herald

DISCOUNTS UP TO 24% AVAILABLE

CIRCULATION
DAILY . . . 250,113
(less than 5% duplication)
SUNDAY . . . 261, 701
ABC: 3-31-60

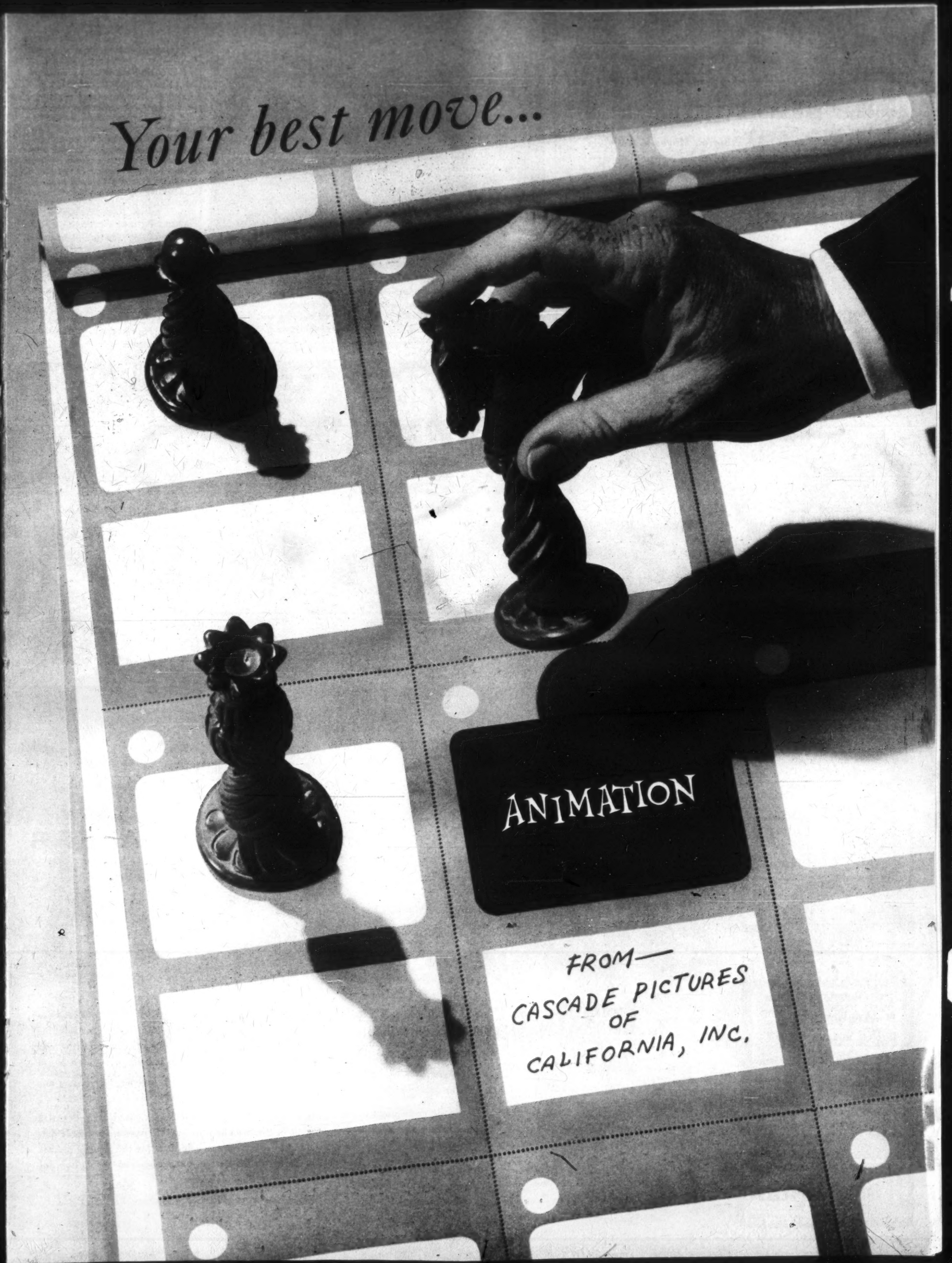
O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

Are you overlooking a
$3 Billion Industry



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact

Boxboard CONTAINERS
A Haywood Publication
Chicago 6 N. Michigan Ave. CE 6-3690
New York 369 Lexington Ave. MU 3 8432


Your best move...
ANIMATION
FROM—
CASCADE PICTURES
OF
CALIFORNIA, INC.

Local Media Abroad Are Unpredictable, Sweeny Tells AIA

NEW YORK, Nov. 8—In many foreign markets local business papers do not exist, or have inadequate coverage, according to Rodman Sweeny, advertising and sales promotion manager of producer goods of International General Electric.

Speaking yesterday to the Assn. of Industrial Advertisers' New York chapter, Mr. Sweeny explained that International GE tries to maintain an advertising balance between export and local papers, "but out of more than 40 publications we used in 1960, fewer than a dozen are local business papers."

Mr. Sweeny offered seven cautions:

1. "You can't select publications on the basis of cost per 1,000."
2. "You can't compare audited publications—there are few audited."
3. "You can't find sufficient comparative data to evaluate each likely publication on audience, editorial and acceptance."
4. "You can't always uncover editorial purpose and bias."
5. "You can't find the utility book in the country you'd most like to reach with a utility message—there isn't any now, and there isn't likely to be for many more years."
6. "You can't find the line rate of the newspaper that your returning sales manager raves about—there's no Standard Rate & Data Service and no rep for that particular paper in the big city of New York."
7. "You can't find out from the publisher why he repeated your February ad when you had sent him a new one for October—he doesn't reply to your cable."

■ Mr. Sweeny also warned against overselling international advertising and sales promotion to management—"Don't predict that it can do, or has done, things that are beyond its power," he said.

"Advertising is effective when it is used for years—when it is used to sell the people coming up; when it is used to sell the people who haven't yet established their buying habits; when it is used to communicate the advantages of the product you have to sell.

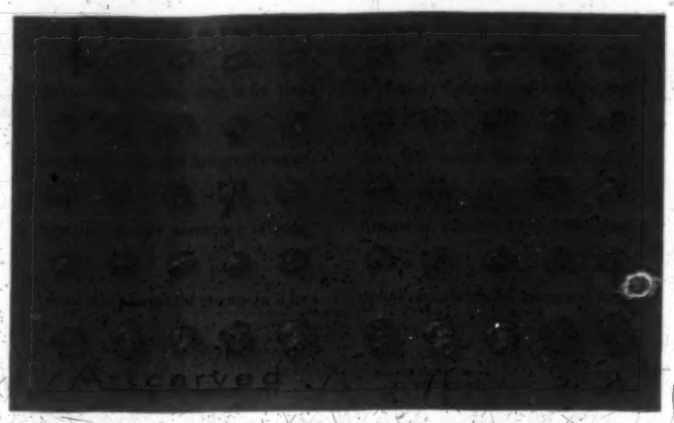
"Teach management that these are the people who will determine your company's future abroad. The myriad ground rules for successfully negotiating the uncharted frontier of foreign advertising don't work unless you do." #

Barrea Moves to Honolulu

Carl J. Barrea, retail advertising manager of the *Houston Press* for the past 10 years, has been named advertising director of the *Honolulu Star-Bulletin*. Mr. Barrea, a veteran of 25 years with the Scripps-Howard newspaper chain, succeeds Marshall P. Tate, who retired last July.

Becker Joins On Film

John F. Becker, a producer-director who has been associated with CBS and NBC, has been named producer-director-sales representative of On Film, Princeton, N. J., tv film producer.



'TRY-ON' AD—*J. R. Wood & Sons, New York, invites brides-to-be to "try on" the Artcarved wedding rings pictured in this color spread —"just snip out, slip on and see." The ad runs in the mid-autumn issue of Modern Bride and the winter issue of Bride's. Batten, Barton, Durstine & Osborn is the agency.*

V-E-K Aims at World's Fair Services; Three Combine

V-E-K Associates, an organization to provide exposition services and facilities for exhibitors at the 1964-65 New York World's Fair, has been formed by three companies—Ebasco Services, Vandeburg-Linkletter Associates, and Walter Kidde Constructors, all of New York. President of V-E-K is C. M. Vandeburg, president of Vandeburg-Linkletter.

Cerand Names Parsons

Cerand Corp., Boston, has named Parsons, Friedmann & Central to handle its advertising. A division of Clarkeson Engineering Co., Cerand was formed to enter the research and product development fields in civil engineering and heavy construction. Business and trade magazines will be used in the campaign now being planned.

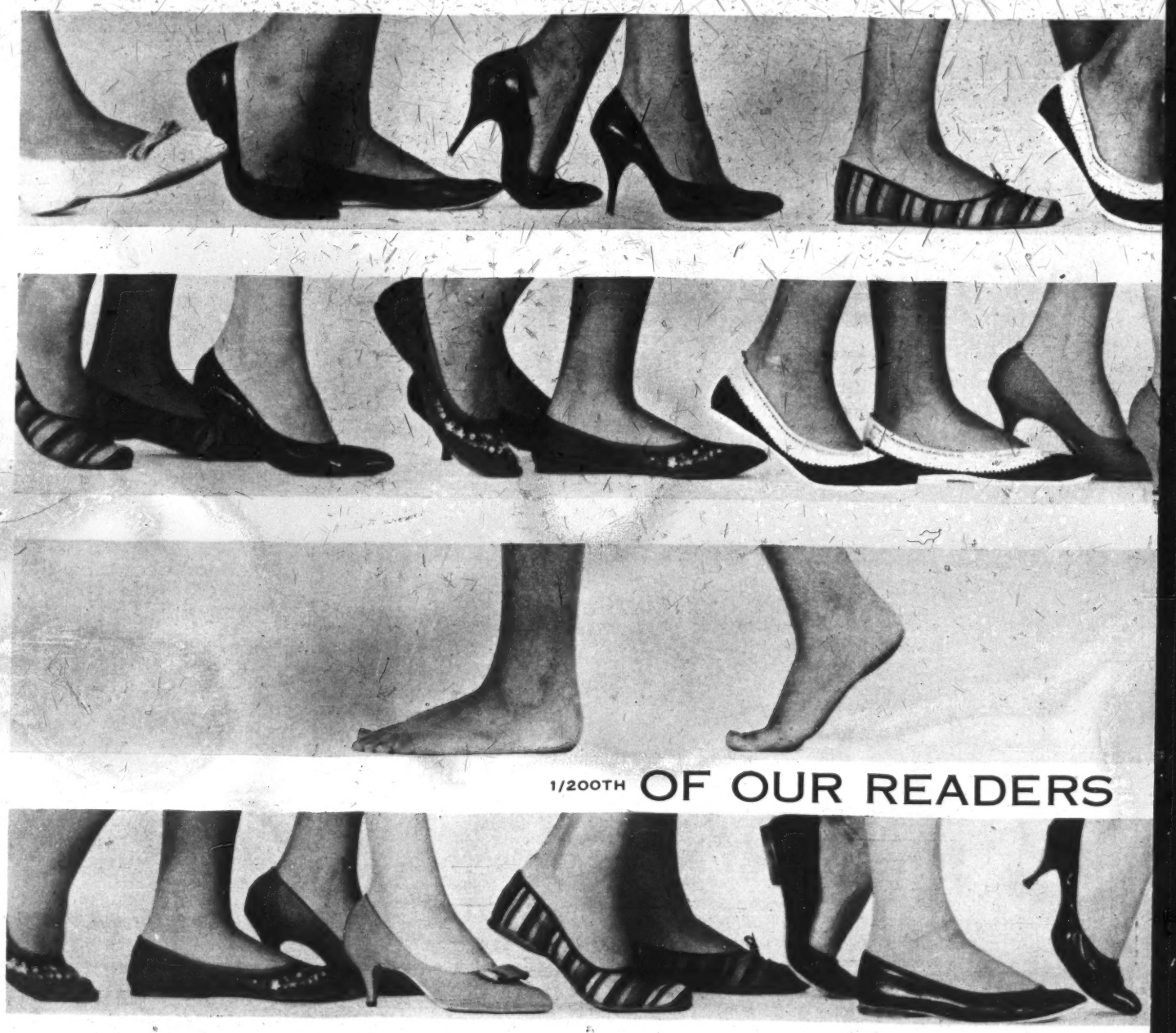
℞

Selling Pharmaceuticals?

Here's a preferred market-at a popular price: for less than 5¢ apiece, you reach 87,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA



1/200TH OF OUR READERS

A MAJORITY OF OUR OVER-A-HALF-MILLION 'TEEN SUBSCRIBERS OWN 4,538,300 PAIRS OF SHOES!!!

On a recent survey concerning shoe ownership, .5% of our readers reported nothing. We *assume* they go barefoot. Turned out they didn't answer the question.

Most of our readers owned up to two or more pairs of everyday shoes. Adding dress shoes brings the total to four and a half million!

But we don't stop at shoes! Uncovering the buying habits of our readers in every product category we came up with some astonishing figures. Sample: 68.1% of our readers don *two* or *more* swimsuits! • 70.1% of our readers wear toreador/capri pants! • 47.6% of our readers are filling their hope chests! • 71% of our readers report owning cotton bras (66% own nylon bras).

Simple conclusion: they buy! Add up our readers and get *your* profit picture.

Our 'TNCB, 'TEEN NATIONAL CONSUMER BOARD, gives us the facts and figures. We pass this valuable data along to advertisers to help them tap the teenage market. A market in the current habit of buying *ten billion dollars' worth* of goods a year.

For your share, call a 'TEEN representative:

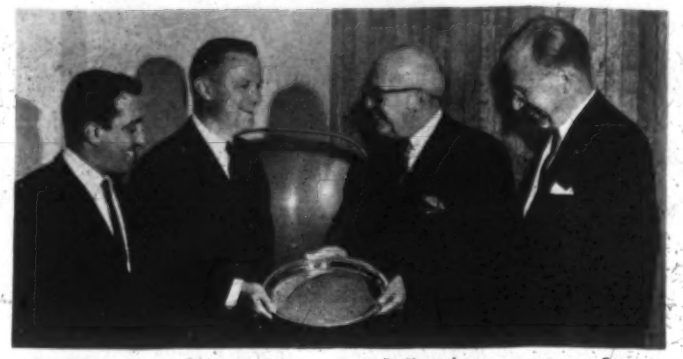
Gottstein Moves Offices, Adds Seven Accounts

Stan Gottstein Advertising, Chicago, has moved to new offices at 154 E. Erie St.

At the same time Gottstein has been named to handle advertising for Andes Candies, Sampson Scientific Corp., Heat Exchangers Inc., Loill Products, National Stereo of Chicago, Mrs. G's flavoring sauce and M. L. Morgan & Co.

OCC Reelects A. A. Kron

Office of Certified Circulation, which audits the circulation of publications in the Western Hemisphere exclusive of the U. S. and Canada, has reelected Arthur A. Kron, president of Gotham-Vladimir Advertising, New York, for a fourth term as president. Arthur B. Whitcomb, *Vision*, was elected vp, and James B. Canel, secretary-treasurer.



Barnathan Treyz Hanrahan Coe

THE PUN IS INTENDED—*James C. Hanrahan, general manager of ABC-TV affiliate WEWS-TV, Cleveland, succumbs to "a horrible pun" and presents six silver trays to Oliver Treyz, ABC-TV president, in recognition of the network's role in helping WESW-TV remain the number one rated station in Cleveland for the past 11 months. With Mr. Treyz are Julius Barnathan, ABC-TV vp for affiliated stations, and Robert Coe, ABC-TV director of station relations.*

Names, Contents, Schedule of 'Vend,' 'Funspot,' 'Billboard' Get Big Shakeup

NEW YORK, Nov. 11—Billboard Publishing Co. this week announced major changes in three of its publications—*The Billboard*, *Funspot* and *Vend*.

Following are the major changes:

1. Starting with the Jan. 9 issue, *Billboard's* show news section, which serves outdoor show business readers, will be taken out of *Billboard* and merged with *Funspot*, which will become a weekly instead of a monthly publication. The music and coin machine sections of *Billboard* will be merged into one department, and the name of the publication will be altered to *Billboard Music Business Week*.

Advertising rates for *Billboard's* music section will increase with the Jan. 9 issue, with the one time page cost increasing from $970 to $1,030. Paid circulation for *Billboard Music Business Week* is expected to exceed 25,000. There will be no ad rate increase for *Billboard's* coin machine section.

2. *Funspot's* name will be changed to *Amusement Business Week* and its format will be completely revised. The one time page rate of the new weekly publication will increase from $375 to $450. Paid circulation is expected to jump from 6,000 to more than 20,000.

3. Beginning with the March, 1961, issue, *Vend* will be changed from a monthly magazine to a semi-monthly publication, and rates will go up 12%. *Vend* also will go from letterpress to offset. Hillmer Stark, general manager of Billboard's coin machine division, will switch to *Vend* as business manager.

■ Billboard Publishing Co. next week will start a direct mail campaign to increase subscribers to *Billboard Music Business Week* and *Amusement Business Week*. Three mailings of 65,000 each will be employed for *Billboard*, and three mailings of 45,000 each will be used for *Amusement Business Week*.

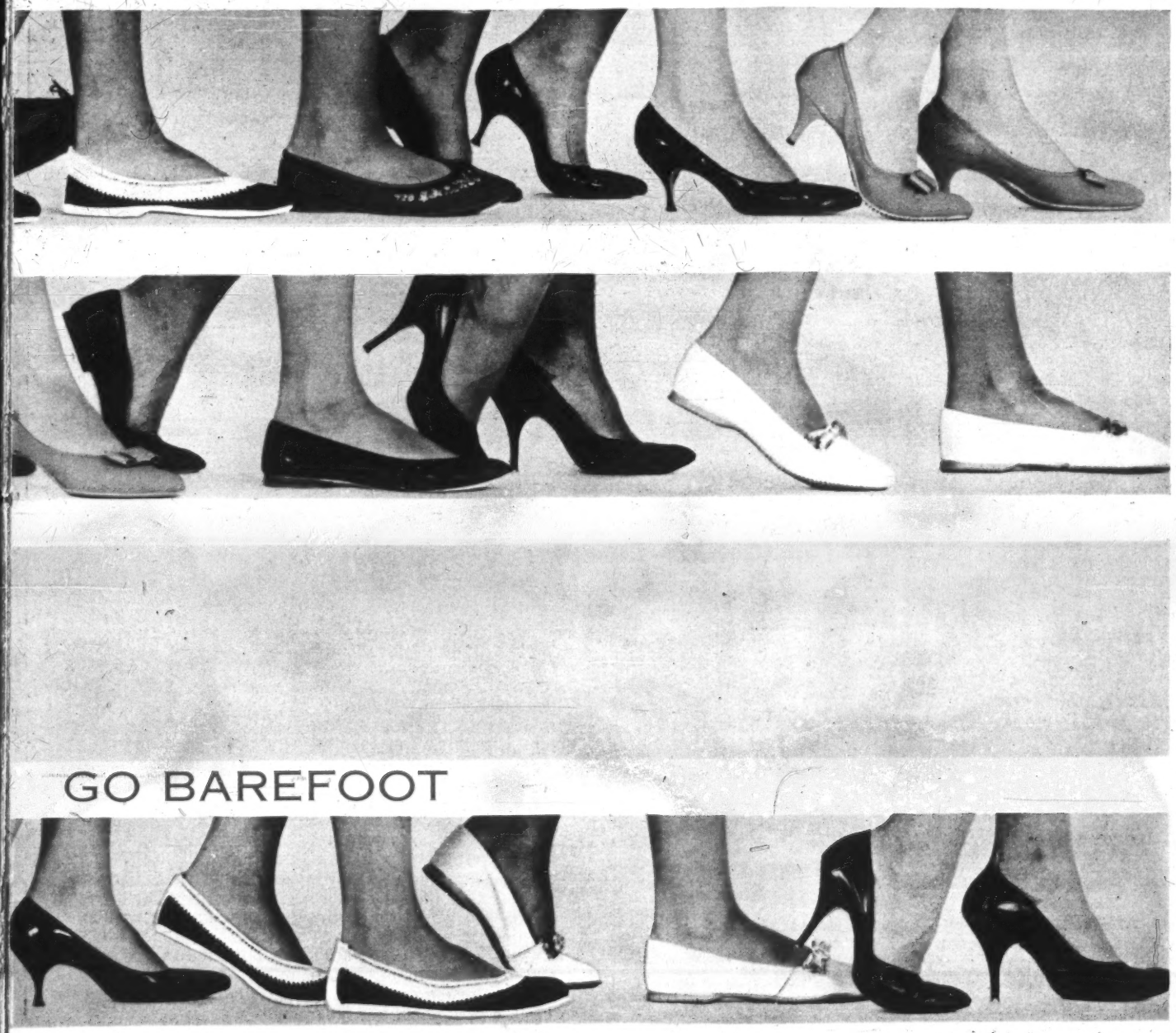
Maynard L. Reuter, publisher of *Funspot*, will become publisher of *Amusement Business Week*, which, like *Vend*, will maintain editorial and sales headquarters in Chicago. *Billboard* will continue to be published in New York. #

AMC Boosts Williamson

J. Beach Williamson, who joined American Motors Corp., Detroit, eight months ago, after 19 years with Ford Motor Co., Dearborn, Mich., has been named executive assistant to Roy Abernethy, vp of automotive distribution and marketing. Mr. Williamson, who formerly was business management manager in the Detroit zone, succeeds the late William L. Courage.

Eyelet Names Myrbeck

Eyelet Tool Co., Cambridge, Mass., has named S. Gunnar Myrbeck Co., Boston, as its agency, a first appointment.



'TEEN MAGAZINE · ANOTHER PETERSEN PUBLICATION

GUARANTEED CIRCULATION READERS PER MONTH: 2,600,000

LOS ANGELES
5959 Hollywood Blvd.
HOllywood 6-2111

SAN FRANCISCO
155 Montgomery St.
EXbrook 7-5367

ST. LOUIS
915 Olive Street
GArfield 1-5153

CLEVELAND
834 Schofield Building
MAin 1-2006

CHICAGO
360 North Michigan Avenue
FRanklin 2-6067

DETROIT
3337 Book Building
WOodward 3-8245

NEW YORK
17 East 48th Street
PLaza 1-6690

Petersen Publishing Company

BACON'S ALL NEW 1961 PUBLICITY CHECKER

Now with perforated and gummed revisions FOR FAST, EASY UP-TO-DATE CHANGES

- Over 3500 Listings
- 99 Market Groups
- Business, Farm, Consumer Magazines
- Coded for Type of Publicity Accepted
- Quarterly Revisions
- 352 pages—6-3/4" x 9-3/4"
- Rugged Spiral Fabricoid
- Lays Flat in Use

SENT ON APPROVAL $25.00 with revisions Feb., May, August

THE ACCEPTED TOOL FOR EFFECTIVE PUBLICITY HANDLING

The Standard directory for release lists. New revision paste-overs will allow you to stay 100% up-to-date. Easy to use . . . complete...accurate.

ORDER NOW FOR 1961

BACON'S CLIPPING BUREAU
14 East Jackson Blvd.
Chicago 4, Illinois

Business Paper Ads Off for Month: 0.2% Ahead for Year: 'IM'

CHICAGO, Nov. 8—Business publication advertising page volume dropped 4.1% last month from the level recorded for October, 1959. But since marked gains were registered earlier this year, the nation's business press is still 0.2% ahead of the 1959 year-to-date page volume.

The figures are based on reports from 352 selected publications which participate in *Industrial Marketing's* monthly tabulation of business paper ad volume. In compiling ad volume data, all publications are grouped into 11 basic industry divisions, each of which is further divided into sub-industry groups.

Among the industry divisions, eight state-county-municipal market publications hold the lead in gains for the month, reporting a 6.8% increase over October, 1959.

Only two other industry divisions showed plus percentages for the month. A gain of 4.3% over October, 1959, was posted by the 21 publications serving the food industries, and the 14 petroleum and gas publications tallied a 2.5% gain in the same period.

■ Year-to-date page volume totals show a different lineup among the industry divisions. Again only three divisions stand on the plus side of the ledger, and they hold the same relative positions they did last month: Manufacturing, transportation, and institutional—in the order named.

The manufacturing industry group, which includes 124 publications, still holds the lead in gains—up 4.4%—over the comparable 1959 period. Last month the same publications were running at a rate of 5.4% ahead of 1959.

The 33 publications in the transportation field collectively reported January-through-October page volume 2.4% ahead of the 1959 period. This compares with 4.7% reported last month as the nine-month year-to-date increase from the 1959 level.

Publications serving the institutional markets, despite a drop of 3.8% for the month of October, are still registering a 1.7% increase over 1959 January-through-October total page volume for the 24 books in this category. Last month these publications reported a 3.2% cumulative increase for the nine-month comparison. #

October Advertising Volume in Business Publications

October/*Volume 4.1% (in pages) under 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	15,642	16,273	— 631	— 3.9
Transportation	3,541	3,581	— 40	— 1.1
Mining	685	714	— 29	— 4.1
Petroleum & Gas	2,020	1,971	+ 49	+ 2.5
Construction	6,581	7,255	— 674	— 9.3
Food	1,903	1,824	+ 79	+ 4.3
Services & Distribution	4,914	4,949	— 35	— 0.7
Institutional	3,815	3,965	— 150	— 3.8
Government	642	601	+ 41	+ 6.8
Export-Import	1,034	1,381	— 347	— 25.1
Farm Eqpmt. Distrbn.	215	244	— 29	— 11.9
Total	**40,992**	**42,758**	**— 1,766**	**— 4.1**

Year-to-date/*Volume 0.9% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	147,408	141,145	+ 6,263	+ 4.4
Transportation	34,602	33,798	+ 804	+ 2.4
Mining	7,206	7,299	— 93	— 1.3
Petroleum & Gas	18,930	20,274	— 1,344	— 6.6
Construction	72,459	73,555	— 1,096	— 1.5
Food	15,717	15,795	— 78	— 0.5
Services & Distrbn.	43,619	44,507	— 888	— 2.0
Institutional	29,734	29,226	+ 508	+ 1.7
Government	5,116	5,244	— 128	— 2.5
Export-Import	11,368	11,568	— 200	— 1.7
Farm Eqpmt. Distrbn.	2,127	2,306	— 179	— 7.8
Total	**388,286**	**384,717**	**3,569**	**+ 0.9**

'Airport/Services Management' Sets 1st Issue for January

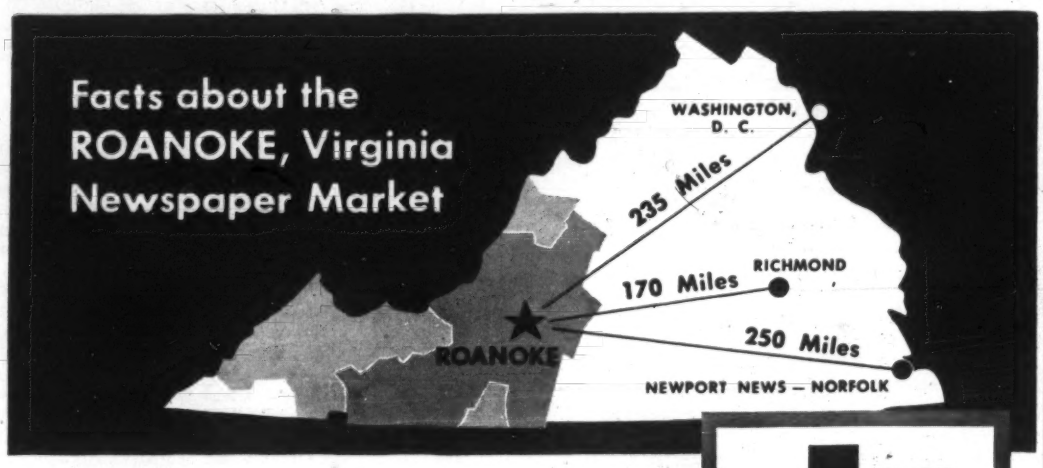
Airport/Services Management, the new business publication for aviation ground management and maintenance executives (AA, Oct. 24), will mail its first issue in January, 1961. Its circulation will be to more than 10,000 key men at civilian and military airports; fixed base operations including aircraft maintenance, repair and overhaul, aircraft and supplies dealers and distributors, aviation schools, aircraft charter, lease, taxi, rental; air carrier ground operations and maintenance executives. The 12-time page rate in the publication is $340.

The new publication is published by Lakewood Associates, 1645 Hennepin Ave., Minneapolis. The publication will be represented by William J. Martin Co., New York; Davis & Sons, Chicago, and McDonald-Thompson on the West Coast.

Desert Newspapers Add Two New Publications

Associated Desert Newspapers, Indio, Cal., headed by Virgil Pinkley, has added two new publications. The *Pass Observer*, a five-day evening newspaper, which circulates in the San Gorgonio Pass area, began publication in Banning, Cal., on Nov. 7. Publication began Nov. 6 for the *Imperial Valley News-Press*, a combined Sunday newspaper for the entire Imperial Valley. It is distributed to subscribers of the group's daily newspapers, the *El Centro Post-Press* and the *Brawley News*.

Associated Desert Newspapers also publishes the *Indio Daily News* and the *Beaumont News*, a weekly, plus two weekly shoppers. The newspapers are offered to advertisers on a combination rate basis or singly.



A Virginia empire—larger than 22 of the Nation's Top 100 Markets . . . .

- Over twice as large a market as its Metro area ranking indicates
- Over 2½ times as large a retail sales market
- Nearly 3 times as large a food market
- The Roanoke Newspapers reach virtually all regular daily and Sunday newspaper readers in 61 cities and towns in 16 primary market counties plus 9 others

NO. 1 IN THE NATION IN SUNDAY METRO SATURATION

A made-to-order PROVING GROUND

FIRST: The Roanoke market is well-isolated from competing markets. It is a nearly three-quarter billion dollar market with 596,930 people. The Roanoke Newspaper coverage is 100% in the Metropolitan area. It is 93.2% in the 61 Principal cities and towns, and 57.9% in the 16-County-plus primary market.

SECOND: Roanoke sales, as applied to total sales, are average for the Nation.

THIRD: Roanoke has diversified media; Newspapers, Television, Radio. . . .

FOURTH: Roanoke has a variety of industry, representative population, adequate size and distributive outlets.

FIFTH: Many other natural attributes are outlined in the NEW Brochure which is available to you for the asking.

FULL COLOR IS NOW AVAILABLE

NEW 1960 Brochure Now Available

It's brand new—up to the minute. 16 pages of facts about the nearly three-quarter-billion dollar Roanoke, Va., Market. Write Sawyer-Ferguson-Walker or Arthur Wimmer, Roanoke Newspapers.

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER FERGUSON WALKER CO

The Daily Newspaper is the Total Selling Medium

ON DOING ONE THING WELL

Radio stations always face the temptation to be all things to all people; to program for adults and teen-agers, to present sports attractions one day and soap operas the next, to swing from disc jockey chatter to network commentators. We know this temptation well, because we at WEZE, Boston, were once prey to it, serving up a broadcast potpourri in an effort to win more listeners. The results were not disastrous, but they were distinctly mediocre.

It was against this background in 1959 that WEZE introduced "The Wonderful World of Music," a broadcast day consisting almost entirely of quarter and half-hour segments of album music, augmented with NBC News on the hour and carefully spaced local news shows. We reasoned that the listening public included many people who would enjoy this sort of radio as regular listening or as a change of pace. We reasoned that, if WEZE broadcasting were consistent, the people who wanted uninterrupted album music would turn to the 1260 spot often enough to make "The Wonderful World of Music" commercially feasible.

The results? Today, after one full year, WEZE is one of Boston's top rated stations, doing a first class job for more than 100 local and national advertisers. Let your East/Man show you how WEZE builds sales in Eastern Massachusetts.

Arthur E. Haley
VICE PRESIDENT AND GENERAL MANAGER

AIR TRAILS STATIONS ARE

WIZE Springfield
WING Dayton
WCOL Columbus
WEZE Boston
WKLO Louisville

1260 WEZE BOSTON
THE WONDERFUL WORLD OF MUSIC

Today is Election Day—Plus Six.

Once again, the nation has chosen a man to take the Presidential chair.

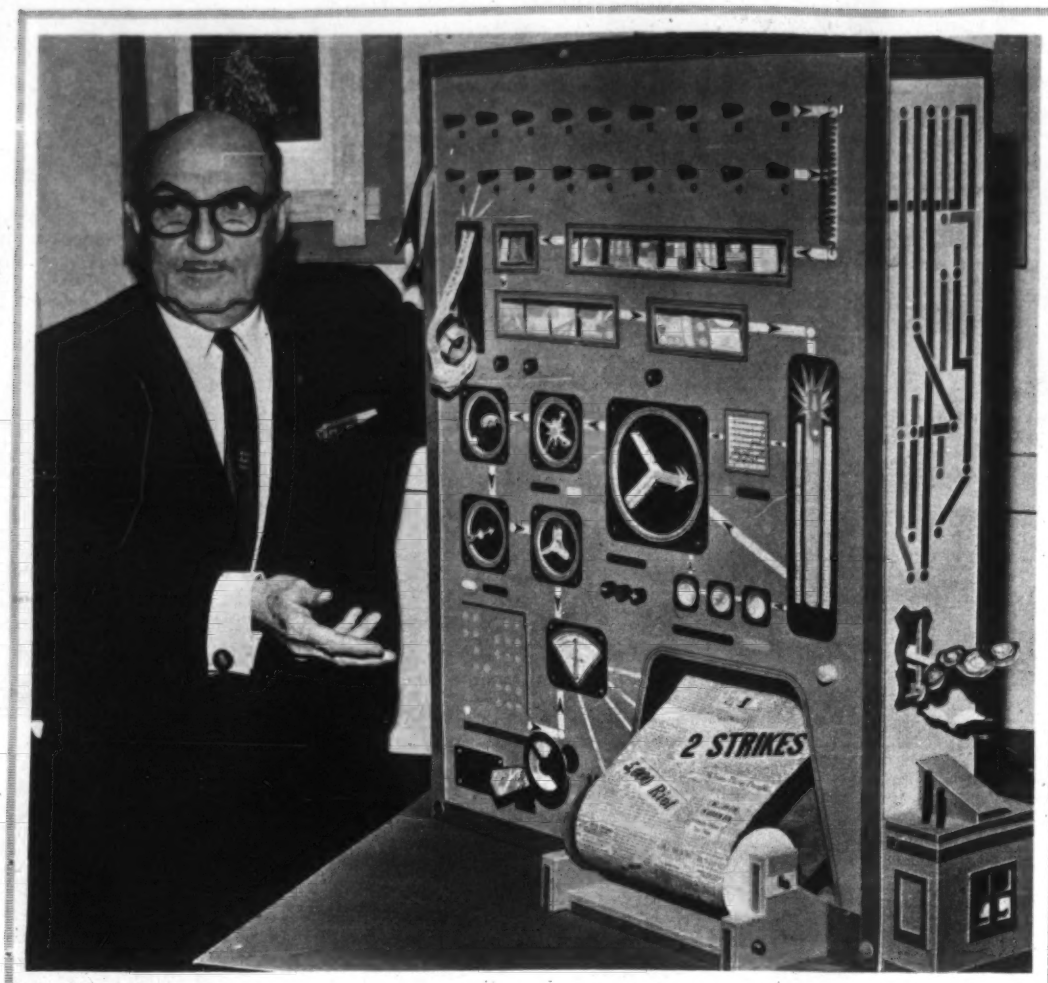
Looking ahead, it is urgent that Americans sustain their high interest in world affairs... continue to keep abreast of *all* events shaping their future. For "*A well-informed public is America's greatest security.*"

The task of informing America is shared by many, and the methods vary.

Newsweek believes that its readers . . . the leadership community in business, government and the professions . . . want *facts* to make sound decisions, independent judgments. Facts presented fairly, clearly, completely . . . across the full spectrum of human affairs.

It is for these people that Newsweek is edited. It is on Newsweek they rely, and in ever-increasing numbers, for alertness and initiative in covering this churning world of ours. To serve them well is Newsweek's continuing responsibility.

...ahead of the news, behind the headlines...for people at the top



THIS IS LU-NI-WAC—*Our camera did too good a job of stopping the flashing lights, whirling gages, swirling smoke, and madly rolling ticker tape and newspaper bulletins issuing from LuNiWac as this picture was made. Hig built the monster—36" high by 38" wide by 6" deep—at his desk in about six weeks of in-between engineering. There are, he thinks, 28 electrical connections in the gadget. "This is a thing of cardboard, string, paper clips, rubber bands, bottle tops, wire, discarded bits of hardware, and one bobby pin," he says. "It does nothing. I like it. I'm its boss."*

VERSATILITY UNLIMITED—*Hig kneels in a corner of his office, with some of his collected volumes of verse in his hand, and surrounded by drawings and photographs he has made. In the bookcase at right are bound volumes of Phoenix Flame, some 500 volumes of it, of which Hig has been editor, publisher and almost sole contributor. The external house organ won 136 awards in competitions before Hig decided not to enter it any more . . . back in 1945.*

Versatile Adman . . . H. J. Higdon

If there is ever an international competition for most versatile adman, H. J. Higdon, much better known as Hig, would probably win it hands down.

This amazingly bouncy little man, who has been director of advertising of Phoenix Metal Cap Co. for 37 years, is a sometime artist, photographer, sculptor, musician, versifier, author and juggler—and by no means bad at any of them. Just as a for-instance, he grew up and juggled with the great Joe Cook, in Owensboro, Ky., and he played in John Philip Sousa's band.

Hig's longtime pride and joy—and winner of innumerable awards—is the "Phoenix Flame," external house organ of his company, which he created in 1926 and has written, illustrated, laid out and masterminded ever since. He's had some notable assistance from such well-known illustrators and artists as Dale Nichols and Elmer Jacobs, but by and large "Phoenix Flame," which is unique among house magazines, is the brain child and the physical shadow of Hig. The magazine manages to contain maybe half a dozen pictures showing Phoenix caps in new or unusual uses, but otherwise it is a literary magazine, an expounder of offbeat opinions, and a compendium of interesting information, views and ideas not necessarily pertinent to the closure or any other business.

CAUSE OF IT ALL—*Display case in the Phoenix Metal Cap Co. entrance lobby is, in a sense, the reason for much of Hig's work. He produces the displays for the case, in this instance being responsible for the three-dimensional display featuring the national election.*

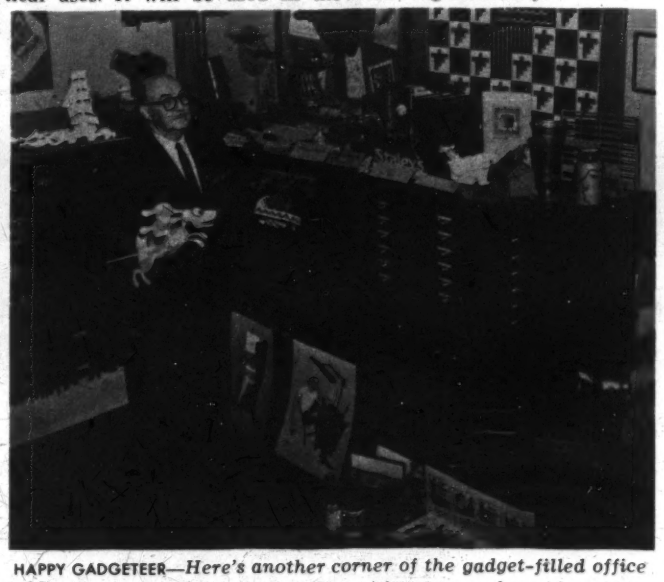
Phoenix

Now Hig has reached a new dimension—to all his other versatilities he has added that of engineer, designer and builder of an amazing, astounding, out-of-the-world device called LuNiWac, which he illustrates and describes in the current "Flame."

"In the scrabble for survival," he explained, "I finally had to design-engineer-build an unelectric nonbrain of my own . . . It computes nothing, compiles nothing, records nothing, creates nothing, produces nothing, does nothing . . . just like people. But, plugged into an ordinary electric socket, it comes alive. Lights blink on and off dizzily. Dials spin in all directions wildly. Gauges run up and down crazily. Indicators indicate weirdly. Nothing, however, actually happens. I like it."

Like a good many of the things Hig does, LuNiWac has some practical uses. It will be used in the Phoenix display case; it has already appeared in the "Flame." And it is getting Hig some more personal publicity—as witness this piece. But mostly it satisfies a zany character's desire to create something new and different—and worth chuckling over.

Hig comes by his zaniness honestly. His father once published an interesting little sheet in Owensboro, called the *Evening News*. This was tagged, on the masthead, as "The official war-whoop of the dark and bloody ground—recherche, racy, religious and revengeful. A paper built to suit all classes of suffering humanity."



HAPPY GADGETEER—*Here's another corner of the gadget-filled office occupied by Hig. He's shown here with paper and wood cutouts, aluminum and other sculpture, wire sculpture, drawings, displays, and a host of other items from his own nimble brains and hands.*

361 Financial Institutions Used TV in 1st Quarter: TvB

BOSTON, Nov. 8—Some 361 financial organizations in 52 markets used television during the first quarter of 1960, according to a Television Bureau of Advertising presentation made here last week by Norman E. Cash, TvB president. Mr. Cash and George G. Huntington, vp and general manager of the industry bureau, made the presentation before the Financial Public Relations Assn.'s 45th annual convention (AA, Nov. 7).

The breakdown for the spotlighted quarter showed these users of tv: 160 commercial banks; 111 savings and loan associations; 57 finance, loan and mortgage companies; 20 mutual savings banks; and 13 investment companies.

■ As a second step, the bureau studied the longer-term tv users—that is financial companies that had been in the medium for three consecutive years, with schedules in all four quarters of each year. All of these spenders used tv on a year-'round basis: 53% of the group described their experiences with the medium as "eminently successful," while 37% termed it "fairly successful" and 10% reported negative or indifferent results.

Favorite program category with this type of advertiser was news, with weather as runnerup. The five-minute program was the most popular length, with 10 minutes the second choice. #

Life Buys NBC-TV Special; Network Revises Friday Shows

Life, New York, will sponsor "25 Years of Life," a 90-minute special on NBC-TV, March 2, 1961, at 9:30 p.m., EST. With Bob Hope as host, the show will include top entertainers as well as *Life* photographers and writers reviewing the magazine's quarter-century of journalistic achievements. Young & Rubicam is the agency.

NBC-TV will revise a 90-minute block of its Friday night programming, starting in January. "The Westerner" will be replaced in the 8:30 p.m., EST, time slot by "Westinghouse Playhouse Starring Nanette Fabray & Wendell Corey," sponsored by Westinghouse Electric Corp. (McCann-Erickson), beginning Jan. 6. The following week, the one-hour show, "Dan Raven," will be replaced with "Happy" at 7:30 and "One Happy Family" at 8 p.m. Both situation comedies, "Happy" was a replacement for "Perry Como's Kraft Music Hall" last summer—the other is a new series. Sponsors have not yet been named for these two shows.

Consumerama, Product Show in Trailers, Set for 1961

Consumerama, "new concept in product promotion," has been announced by Shopping Center Expositions, Hicksville, N. Y. A caravan of 30 trailer units will visit suburban shopping centers in 18 major market areas in the eastern, southern and midwestern states, according to Walter G. Stackler, president of the Long Island company.

He anticipates that the trailers with exhibits of 30 participating companies will attract more than 6,000,000 consumers during Consumerama's nine-month tour next year.

Roman Trademark Upheld

Roman Products Corp., New York, has obtained a judgment forbidding Roma Market, Roma's and Roma's Food from infringing on Roman Products' trademark. Specifically, Roma's lasagne and ravioli were confused with similar Roman products. (Roma must discontinue using the conflicting frozen food labels and advertising within six months from Oct. 1, 1960.

Ballantyne Joins Aussie Agency

K. R. H. Ballantyne, formerly director of trade publicity for Australia in Britain, has joined the Melbourne agency, United Service Publicity, as an associate director.

BIG RETAIL CUSTOMER

Southern farmers are prosperous and therefore ready customers for the many hundreds of goods and services that are part of modern family living. Retail sales in Southern "C & D" counties* are $24½ BILLION per year...46% of the total for the entire South. In fact, the "C & D" South leads all other U.S. "C & D" regions in retail sales. These figures do not include the growing retail business that Southern rural families bring to big stores in the "A & B" counties.

A big reason why this rural market is so rich is its great depth and breadth. The "C & D" South is truly a *mass* market—with 7,797,300 families. And the average family unit there is bigger than the U.S. average! Is it any wonder that shopping lists are longer in the rural South?

To contact the most farm families in the South, use The Progressive Farmer. No other single magazine—farm or consumer—can match it for *reach*. Even Life, Look and The Saturday Evening Post combined *miss 84% of The Progressive Farmer readers!* Don't you miss out—buy The Progressive Farmer.

*Nielsen "C & D" counties are counties with less than 100,000 population. "A & B" counties have more than 100,000 population.

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

DOUBLE LIFE—*This four-color spread for Blue Diamond almonds, bowing in December McCall's, will lead a double life, as our picture shows. Reprinted, it turns itself into an eight-page recipe booklet at minimum cost, says the California Almond Growers Exchange. Harlan & Steedman, San Francisco, is the agency.*

Ciba Plans No Cut in Promotion Budget

SUMMIT, N. J., Nov. 8—Ciba Pharmaceutical Products said today that its decision to drop the sponsorship of *Medical News* does not mean that the company plans "to drastically cut its promotion budget" (AA, Nov. 7).

Paul W. Roder, marketing vp, conceded that Ciba's 1961 promotion budget "will be down slightly from this year," but he attributed this cutback "to the fact that there will be fewer new product introductions next year."

The last issue of a Ciba-sponsored *Medical News* will be Nov. 9. Mr. Roder called the publication a "success." He explained that Ciba felt that to compete effectively with other medical newspapers, *Medical News* would have to become a weekly publication and the company was unwilling to assume this greater cost. #

Hitchcock Boosts Smith

Hitchcock Publishing Co., Wheaton, Ill., has appointed Ray H. Smith promotion manager. Mr. Smith was formerly associate editor of *Assembly & Fastener Engineering*, a Hitchcock publication.

Zane Construction to Rieger

Zane Construction Co., Baltimore, home renovator, has appointed Rieger & Wollman, Baltimore, to handle its advertising.

Ford Backs Its Dealers' Efforts with 'Publishing Empire' Numbering 24 Titles

DEARBORN, MICH., Nov. 8—Ford Motor Co.'s major activity is producing motor vehicles, but the company is no slouch in the printed word department either.

No fewer than 24 different publications were paraded in a recent review for the benefit of Ford dealers. The output of the busy Ford publications staff is also noteworthy for its professional quality and for its reflection of marketing awareness.

Ford takes the position that its primary customer is the retail dealer; the consumer is the dealer's customer. Company publications are used primarily as a means of cementing and improving the dealer-consumer relationship. All publications are under the supervision of E. E. Rothman, general advertising and sales promotion manager.

Reflecting this approach, most of the 24 publications are directed to Ford's large dealer group. Those published for general circulation are distributed by dealers or mailed to consumers with the local dealer's name prominently displayed as the sender.

■ Ford publications are outstanding among external house organs.

The oldest and most widely circulated Ford magazine is "Ford Times." It goes to 1,300,000 motorists monthly. In continuous publication since 1908, it is the oldest automotive magazine in existence.

The "Ford Times" ranks with many paid-subscription travel magazines in acceptance, and attracts writers and artists of national repute. Its present editor and longtime art director, Arthur T. Lougee, has made it well known for its reproductions of American water colors and paintings.

There is no advertising as such, although about 25% of the contents consists of car information. The remaining 75% mentions the automobile only casually, if at all.

Regular features of the "Ford Times" and other Ford magazines have grown into a number of special publications. Notable among these books are the "Ford Treasury of Favorite Recipes," the "Ford Treasury of the Outdoors," "Station Wagon Living" and "New England Journeys." These four books have had a circulation exceeding 3,000,000 copies.

■ Ford publications manager is C. H. Dykeman, former "Ford Times" editor, who has been with Ford since 1947. Until the recent retirement of William D. Kennedy as director of publications, Mr. Dykeman was in charge of developing Ford's dealer publications.

The dealer division of Ford journalism aims at marketing problems. Most publications are for dealers' use alone, but some are for salesmen, marked "confidential." They are under the supervision of

NEWS ACCORDING TO DOYLE

For the first time in Oklahoma, Frank Doyle, a veteran of more than eighteen years of news broadcasting, presents a fast moving news, weather and sports summary. Not simply wire service copy, but a comprehensive analysis of the NEWS ACCORDING TO DOYLE, Monday through Friday, 10:00-10:15 P. M. Acceptance of program, acceptance of products, guaranteed!

KOCO-TV
abc CHANNEL 5
OKLAHOMA CITY
BLAIR TELEVISION ASSOCIATES
National Representatives

In Chicago

Jack Naylon, who came to the publications staff from the sales organization.

Parent publication of the group is the "Ford Dealer Magazine," a management and merchandising guide now in its 13th year. A staff of more than a dozen experienced editors travel constantly, picking up business ideas from dealers and producing case-history articles.

"Ford Crest News," issued monthly to 42,000 salesmen, is the official organ for the Ford 300 and 500 Sales Clubs and publishes stories of successful salesmen. "Ford Truck Sales Workshop News" does a similar job for salesmen who have learned truck-selling at company-sponsored sales workshops.

■ The monthly "Ford Truck Marketing Letter" informs dealers of new trends and opportunities in the sale of commercial vehicles. "Lincoln-Mercury Marketing Newsletter" does the same job for 5,000 dealers in that division.

BRAIN TRUST—*Ford Motor Co.'s publishing executives meet for regular editorial planning sessions on all magazines. At this one are, left to right, J. L. Naylon, dealer publications; C. H. Dykeman, publications manager; Dave Dowling, business affairs department; William Laas; editorial consultant; E. E. Rothman, general advertising and sales promotion manager; J. C. Weigel, art director and book editor.*

"Tractor & Implement News," sent six times yearly to 11,500, supplies case histories of successful dealers of the Ford tractor and implement division. "Ford Industrial Engines Marketing News" goes four times a year to 10,000.

"Ford Parts & Service News," a monthly, goes to 23,500 dealership managers in the "back shop." "Ford Leasing Letter" is sent to 2,000 dealer members of the Ford Authorized Leasing System.

The monthly "Ford Truck Club Digest" circulates to 1,500 top salesmen who are members of local truck sales clubs. "Ford Tractor Industrial Power" goes four times a year to 175,000 industrial users of equipment. The quarterly "Shop Talk" goes to 250,000 service stations, fleet garages and other retailers of Ford parts.

Some of the most widely circulated Ford publications serve farmers. "Ford Farming," started in 1947, has grown to a quarterly circulation of 1,200,000, mainly farmer customers of Ford tractor dealers. It is edited to serve regional interests in the various agricultural areas of the country, with a special edition for each.

"High Dollar Farming," a newsletter started in 1958, goes to 30,000 county agents, vocational agriculture teachers and other farm leaders. It is edited by John Strohm, a former *Country Gentleman* editor and world-traveled writer for the *Reader's Digest*. Another agricultural newsletter, "Ford Farm Management," reaches about 75,000 farmers each month. An outgrowth of it is the annual "Ford Guide to High Dollar Farming." Priced at $1 a copy, it reaches about 300,000.

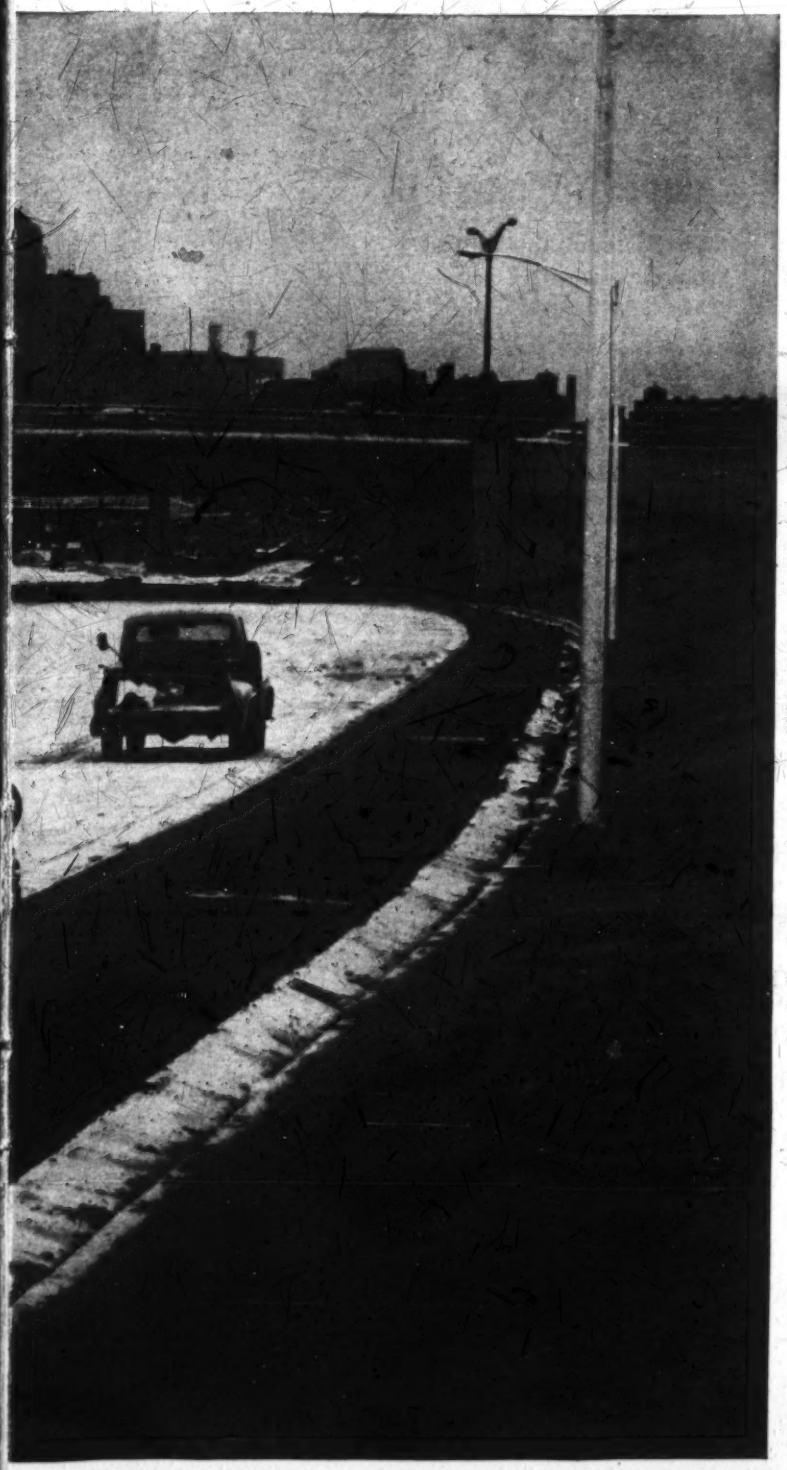
■ Ford also publishes, for general readership, the Ford Almanac "for farm, ranch, and home," revived in 1954 with the same title as a previous annual published by the original Henry Ford in the '30s. Edited by Mr. Strohm, it has a circulation of nearly 700,000 copies a year. A kindred publication started this year, the "Ford Garden Guide," appeals to suburban home-owners and lawn-keepers. A first printing of 100,000 was exhausted quite early, and the 1961 edition will be larger.

In the same vein, the busy organization has come up with a new kind of promotion piece for selling dealer service, the "Ford Weather and Service Guide." It features long-range weather forecasts for the current month, along with seasonal information on maintenance of cars. "Weather Guide" is already going at a 100,000-a-month clip, at a circulation price to dealers of $3 a year per name. #

Faustel Names Burlingame

Faustel Inc., Milwaukee, manufacturer of printing presses and other equipment, has named Burlingame-Grossman Advertising, Chicago, as its agency.

...the Northwest Expressway brings the world's busiest jet airport, O'Hare Field, within eighteen minutes of the Chicago Loop. This new link in Chicago's vast network of superhighways not only speeds airport traffic, it provides access to all interstate toll roads.



In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium.

Winner of the Alfred P. Sloan
Highway Safety Award for 1958 and 1959

WGN IS CHICAGO

Quality • Integrity • Responsibility

Big
Hard Core

One of our competitors told us recently:

"Your readers with youngsters in their families are the most loyal hard core of any newspaper's circulation in New York.

"Your Mirror Youth Program holds them so tight that we just can't break them away!"

With 119,388 boys and girls participating in it in 1959, watched by 1,279,042 spectators, that's a pretty big hard core — the cream of the mass market.

Make
The Mirror
a MUST!

Williams & Swanson Opens

Williams & Swanson Advertising, a new agency, has opened offices at 360 E. Main St., Spartansburg, S. C. Arthur C. Williams, president, operated his own agency, Williams Advertising Agency, in Spartansburg for the past four years. Peter W. Swanson Jr., vp, previously was sales service director of WSPA-TV, Spartansburg.

GOA's Net Up in 3rd Quarter

General Outdoor Advertising Co. has reported net earnings of $916,751 for the third quarter this year, as compared with earnings of $886,668 for the same period in 1959. Operating revenue for the first nine months this year hit $32,740,552, as compared with $31,146,948 in revenue for the same period last year.

Norman Steen Agency Opens

Norman Steen, formerly an account executive with Kenyon & Eckhardt, has opened his own agency, Norman Steen Advertising, at 550 Fifth Ave., New York. With K&E for 13 years, Mr. Steen starts in business with three accounts: National Design Center; Berkley Co., men's neckwear manufacturer; and Isaac Cohen & Son, a clothing company. He said he expects to have a staff of eight to 10.

Royal Crown Enters Japan

Royal Crown Cola Co. has announced its entry into the Japanese market. Royal Crown Cola and the Royal Crown family of beverages will be bottled and distributed throughout Japan by Kotobukiya Ltd.

Anderson Named Editor

Electrical Equipment, White Plains, N.Y., has appointed Byron E. Anderson editor, succeeding Paul Spillar.

Good Typography
Cuts Space Costs

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Sullivan Grey Meade Bright Pollock

TAKING STOCK—*Four of television's best known salesladies smilingly accept one share of stock each in MPO Videotronics, New York, as a gift from Judd L. Pollock, president of the tv commercial and industrial film producer. Jean Sullivan, Arlene Grey, Julia Meade and Patricia Bright have appeared in hundreds of commercials filmed in MPO's studios. MPO was admitted to listing on the American Stock Exchange recently.*

Phoenix is a city on wheels — sporting the highest percentage of multi-car families in **23** major markets!* And how the wheels turn — motor fuel consumption is up **70.7%** . . . motor vehicle registrations have soared **68.7%**, all in the past five years. Here, **93.7%** of the families own passenger cars, with **33.7%** owning 2 or more.
Automobiles are big business in Phoenix!

You can penetrate this BUYING POWER with the ONE low-cost medium that accelerates it with a daily metropolitan coverage of **91.6%**, plus the extra power of **63%** state-wide bonus coverage.

*Source: 1959 Consolidated Consumer Analysis

One Out Of Every Three Families Owns Two or More Cars.

The Arizona REPUBLIC The Phoenix Gazette
Morning and Evening Combination

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

'Mental Hernia . . .'

Dodge's Moore Raps Auto Ads, 'Phony Appeals'

Says Believability Suffers from Exaggerated Claims; Cites BBDO Study

WASHINGTON, Nov. 8—In a name-naming speech before the Advertising Club of Washington, Wendell D. Moore, advertising and sales promotion director for Dodge division of Chrysler Corp., said it's time for admen to regain their reputation for integrity, believability and creativity.

He reported that Dodge's agency, Batten, Barton, Durstine & Osborn, recently participated in a research project involving a national sample of 5,000 persons, which found that 56% do not believe cigaret advertising; 52% do not believe toothpaste claims; 49% do not believe what they read about headache remedies; 46% say they are not fooled by soap and detergent ads; and 28% do not believe automotive advertising.

■ "They can't swallow the obvious exaggeration," Mr. Moore contended. "When everyone screams 'We are the best' or 'Our product is the greatest,' no one is believed."

When admen "flood the place" with phony consumer tests and unretouched photos, they only reach the ultimate in insulting the customer's intelligence, he argued. "When a prospective customer says 'What a ridiculous ad or commercial,' he also thinks, 'What a ridiculous product'."

Turning to specific cases, he declared, "Thank goodness most of those stomachs discharging A's and B's have been chased off our channels and out of our press. Now Bristol-Myers tells us how 'tension taxes our bodies.' Well, it's a step in the right direction."

■ Commenting on the auto business, he scoffed at "big, black-faced dealer ads that scream, "We need cars.' When really, they are up to their ables in cars.

"What probably does the most damage, however, is the endless parade of special sales and phony appeals," he said. "It wouldn't surprise me to read next about a 'sale' celebrating the last sale.

"Product description in much of today's advertising is enough to give a guy a mental hernia," he said. Citing auto maker examples, he declared:

"We dream up cute, eye-catching, ear-teasing, allegedly descriptive names for all component parts, then crow, 'No other car has it.'

"Take this Oldsmobile ad," he continued. "For example: 'Every Olds gives you wide stance chassis with nine-inch wider guard-beam frame; every Olds features cooler running air scoop brakes,' and so on.

■ "And that car that was named after an Indian chief—you know, the one with the wide warpath. Personally, I thought the 'wide track' line was a great one. Very effective. A good engineering feature; a good, honest selling feature. But now my spies tell me the wide warpath is an inch and a half narrower this year. Well even that's okay, maybe. But they still talk, 'It's all Pontiac on a new wide track.' Technically, they're right. It is new; it's not as wide.

"Another interesting example is Thunderbird's 'swept-back angle-poised, ball-joint front suspension.' Those of you who own a Thunderbird—is that why you bought it?"

He said the auto industry has gone overboard in its attempts to "reach" the fair sex. "For most women," he said, "a new car means a healthy $60 or $80 a month whack out of the family budget—money she'd rather spend for fixing up the house, buying clothes for herself or the kids, and any one of a dozen other items that make a heck of a lot more sense to her."

■ Her real interest, he said, is a car that is easy to drive, easy to park, and easy to get fixed. Admen may consider that approach "negative selling" he acknowledged, "but not to the girls. To them it's positive selling. They want assurance they won't be stranded somewhere—helpless. Its mechanized protective custody.

"Lack of truth or the absence of believability hurts in many ways," he said. "People resent it, and resentful people make lousy customers.

"When advertising is disbelieved, more advertising dollars must be spent to compensate. And at today's prices, this is a greased track

to bankruptcy."

■ Turning to creativity, he started by pointing out that it is easy to pick up a copy of any current magazine, and point to examples of fine advertising.

"For instance, I'll never tire of reading ads like the one by the Hunt Food people. They say simply: 'Hunt . . . for the best.' Or how about the gem by Hallmark: 'When you care enough to send the very best'? And although bourbon is not my beverage, I salute the folks at Ancient Age who have the guts to say: 'If you can find a better bourbon, buy it.' Each uses only one line of copy. Tasteful, imaginative copy."

But he complained many of today's copywriters have become stuffy, bored and hidebound. "Their copy has become unchanging, and tired. It has become mired in a rut of conventionality. It lacks authority and conviction.

"Too many ads are just plain ordinary. They reek with blandness, and sameness. Today's customer has a bellyful of blandness. He's growing more selective, harder to please, easier to bore."

■ Throw in new words, he urged. Spring new techniques. Toss away the rule book. "Rules are for when ideas run out.

"If you are an agency man," he said, "surprise your client. If you're the client, surprise your agency.

"Imagine, if you will, *The Saturday Evening Post* running an ad that says: 'A Valentine greeting to *Life* and *Look*, because it wouldn't be nearly as much fun without you.' And the day after the Hawaiian bill is passed, Du Pont runs an ad with a picture of a grass hula skirt—and a line salutes Hawaii, home of the first 'no iron' fashion in women's wear.

"Imagination, and the surprise attack make conversation. They make friends. And they make the competition lie awake nights." #

Old Mr. Boston Sets $150,000 Campaign for Quality Brands

Mr. Boston Distiller Inc., Boston, plans a $150,000 campaign, using four-color pages in seven magazines, to push Old Mr. Boston brands as quality products and to sell 250,000 copies of a bartender's guide at $3 each. Now in its 16th printing, the volume has sold 2,000,000 since 1935.

The media list includes *Argosy, Cosmopolitan, Field & Stream, Life, Playboy, The Saturday Evening Post* and *True*. Hoag & Provandie is the agency.

Gould, Brown Adds 3 Accounts

Gould, Brown & Bickett, Minneapolis, has been named to handle three new accounts. They are Clay Equipment, Cedar Falls, Ia., farm equipment manufacturer; Brandtjen & Kluge, St. Paul, manufacturer of Kluge printing presses; and Ben Franklin Federal Savings & Loan Assn., St. Paul and Robbinsdale. Colle & McVoy, Minneapolis, is the former agency of record for Clay Equipment.

GOA Promotes Two

W. Bruce Clark, general sales manager of General Outdoor Advertising Co., has been elected a vp, and Francis R. Metzdorf has been appointed manager of national sales of GOA's central and western divisions. Mr. Metzdorf, who will headquarter in Chicago, has been manager of GOA's national sales office in New York for the past five years.

Kirby Named Marketing VP

Thomas W. Kirby has been appointed vp-marketing, of Chrysler Corp.'s Airtemp division, Dayton. Mr. Kirby joined Chrysler Airtemp last April as special markets manager.

A MEN'S SERVICE MAGAZINE

For almost sixty years, the editorial purpose of POPULAR MECHANICS has been to keep men informed and interested in the mechanical phases of their homes . . their cameras . . their boats and motors . . their cars . . their home workshops—and other activities involved in the mechanics of modern living.

Today, more than ever before, the man whose leisure time is occupied with such things is the kind of man most likely to be interested in products bought by men—including yours.

You can sell him—and five million men like him—with your product story in POPULAR MECHANICS. It is his guide to what to do, what to buy. It is the *service* magazine for men.

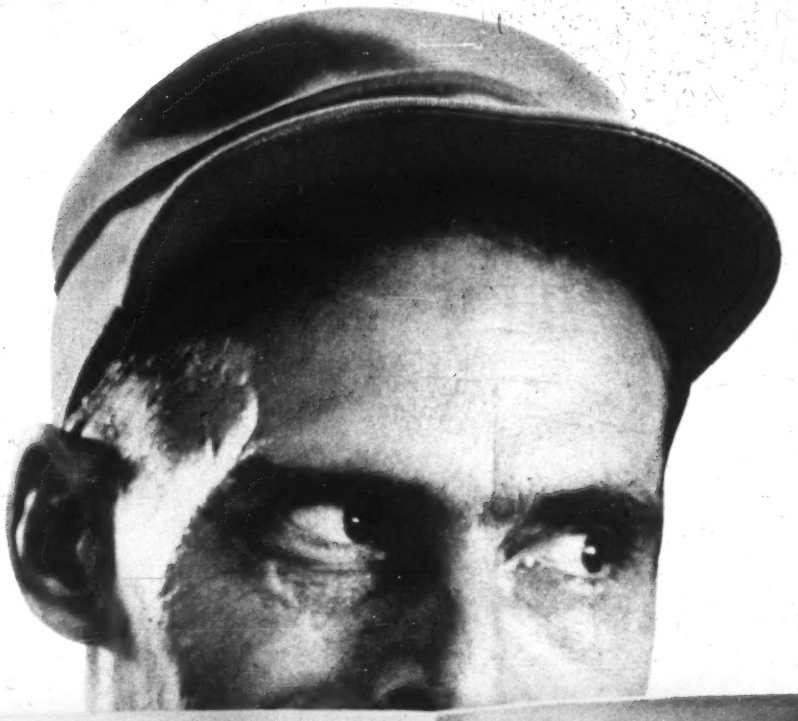
POPULAR MECHANICS

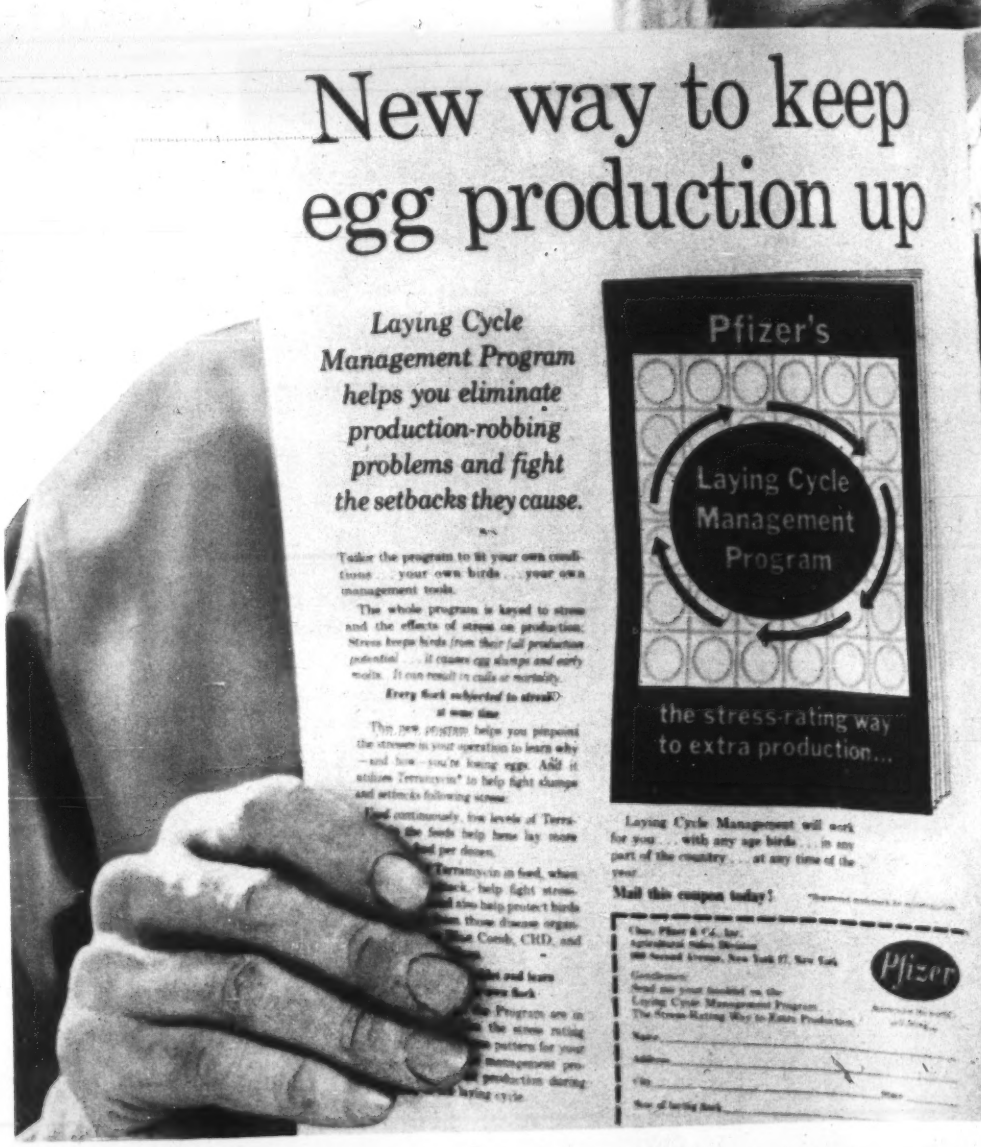
reporting the mechanics of modern living

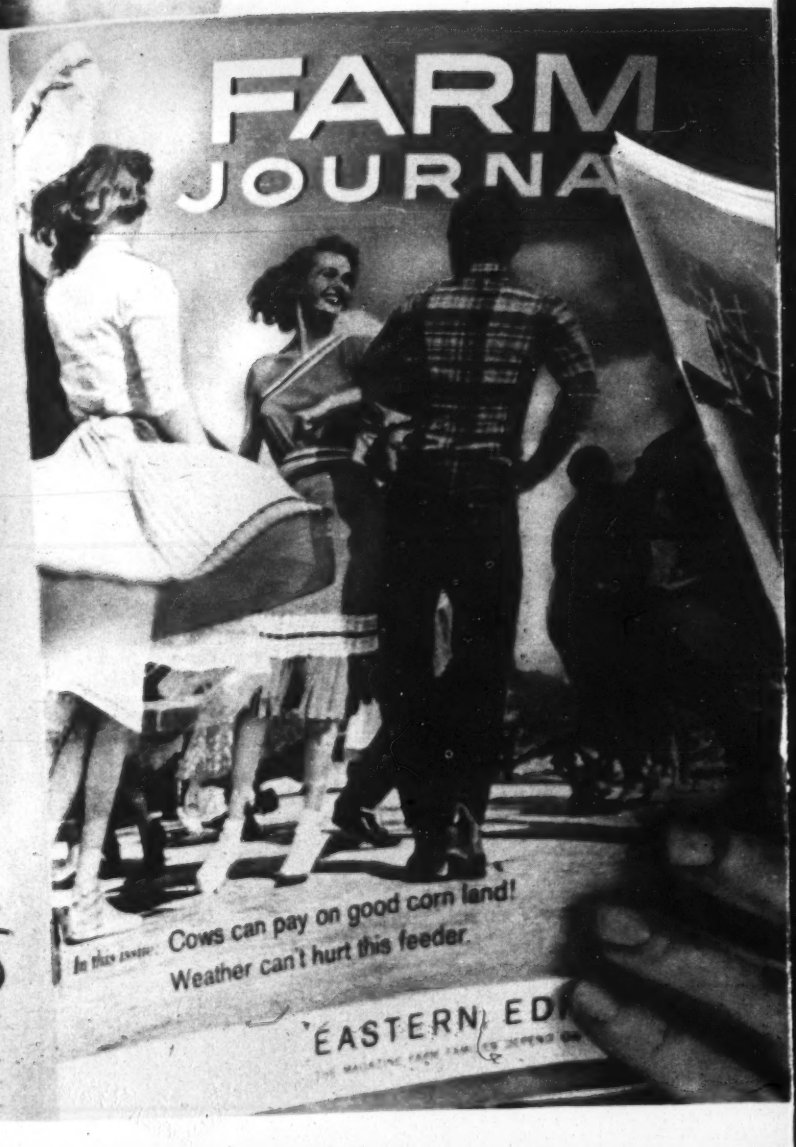
A HEARST MAGAZINE

Sorry

but unless you're a farmer, you'll have to read Farm Journal over someone else's shoulder. Farm Journal accepts *very* few businessmen as subscribers—only those whose business is directly associated with farming. This selective circulation method is designed to concentrate Farm Journal's readership among the audience that needs it. It is one of *only two* general magazines in America with this policy.



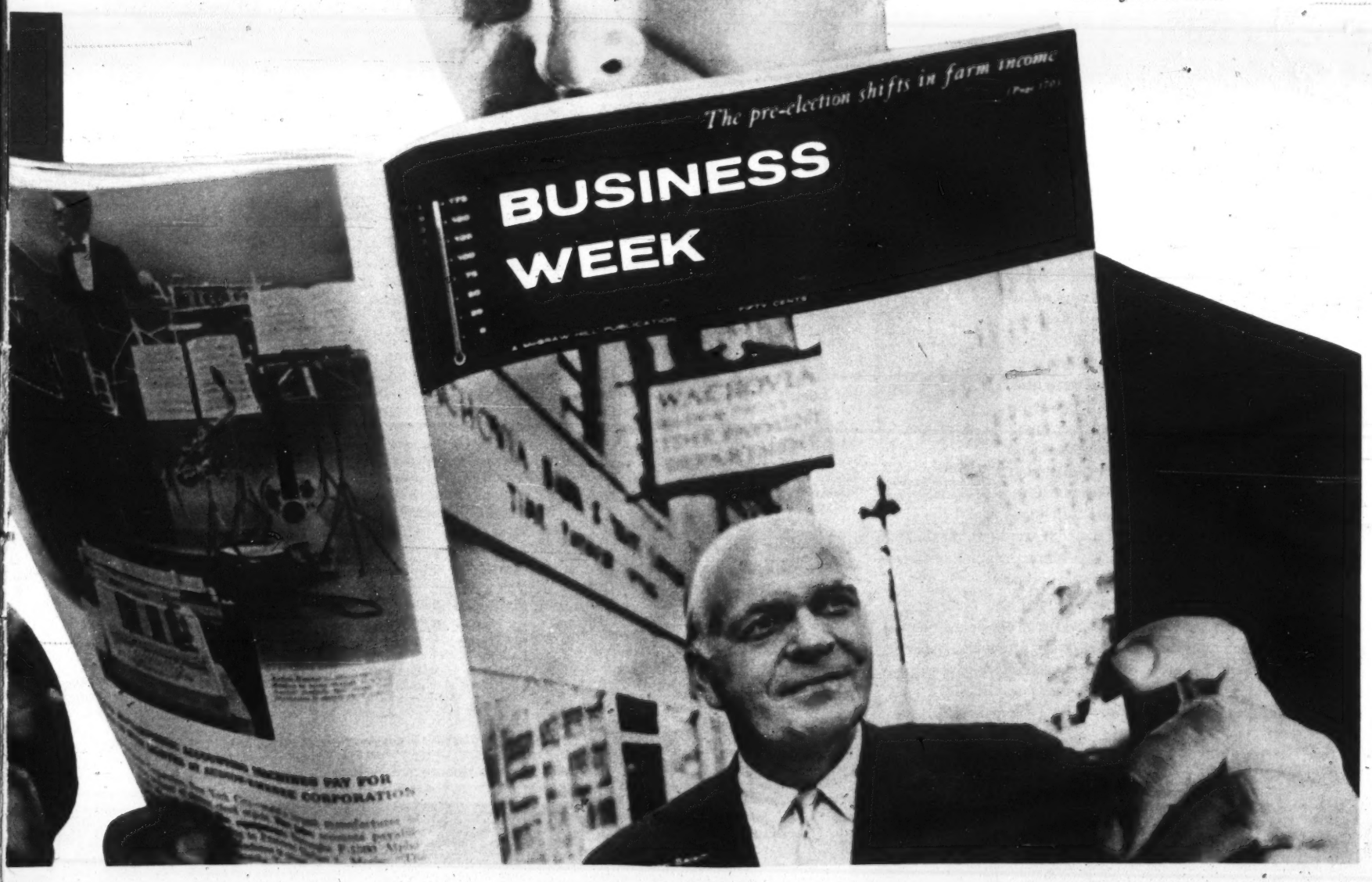




Sorry

but unless you're a management man, you'll have to read Business Week over someone else's shoulder. Business Week accepts *very* few farmers as subscribers (only those big enough to be big business). Almost all non-management subscriptions are politely declined—last year, 10,862 of them. You advertise in Business Week when you want to influence management men —and you *know* that's the audience you're reaching.

You advertise in Business Week when you want to influence management men.



The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Upgrading of Quality of Ads Comes Before Campaign to Educate Public, He Says

To the Editor: The present trend of advertising people to organize campaigns designed to educate the public about the virtues of advertising is, in my opinion, secondary to the pressing need for an *upgrading* in the quality of the advertising to which the public is exposed.

You cannot propagandize or legislate quality into advertising. All the glorious words spoken at advertising association meetings and advertising club luncheons do not raise the quality of advertising one iota . . . for the upgrading of advertising necessarily is dependent on the *individual*, not the whole.

Significantly, advertising has fallen into ill-repute not so much because of the patently-inferior efforts of certain small advertisers but as a result of the unimaginative, "by the numbers" advertising thrust upon the public by many of the nation's *largest advertisers*, examples of this being prominent in soaps, coffee, beer, cigarets and gasoline, to mention but a few.

Probably it is understandable that advertising people become emotionally disturbed by the irresponsible droolings of publicity-hungry characters such as Packard, Church et al. But rather than busy ourselves at group meetings with the development of campaigns calculated to counteract the shotgun charges made at advertising, we would do better to apply our energies toward improving the quality of the advertising in which we, as *individuals*, exert influence.

I am aware that there are those within the advertising industry who consider it heresy for any member to presently imply that advertising is anything but just slightly short of magnificent in all of its aspects. But this in itself emphasizes the urgency of the need within the industry for a more *honest and realistic* self-appraisal.

Advertising Age can, if it will, exert a strong influence in reawakening the industry to the unflattering truth that the upgrading of its public image is primarily dependent on the *upgrading* of its *product* . . . and that this necessarily must evolve not from industry action, but from a more religious exercise of conscience by the *individual*.

Clay W. Stephenson,
Clay Stephenson Associates, Houston.

• • •

More Animadversions on Dodge Advertising

To the Editor: More on Ralph Silverman's remarks regarding Dodge motor car advertising (AA, Oct. 17).

If there were any errors in Mr. Moore's reference to "Facts—Not Fancy," it was in omission rather than commission. In my estimation, what Mr. Moore failed to bring out was that while they have an attractively designed car, expertly engineered, the company is not giving the purchaser his money's worth.

As a Chrysler stockholder and the owner of a 1960 Dart, I can say that their overpaid assembly-line workers do a miserable job of putting the car together. Further, it has been my experience that once the dealer closes the transaction, his service department has little if any interest in rectifying the errors and omissions made by the manufacturer.

To my way of thinking, this is a very "unfancy" fact.

William W. Hall,
Fawcett Women's Group, Chicago.

In the "Voice of the Advertiser," Mr. Silverman commented unfavorably on a speech, reported by AA Sept. 26, by W. D. Moore, director of advertising and sales promotion of Dodge. Mr. Moore urged honesty in ads, "facts, not fancy." Mr. Silverman, a disgruntled Dodge owner, felt Dodge ads had not followed this dictum. Mr. Moore had more to say about "facts, not fancy" in advertising before the Advertising Club of Washington last week, and his comments are reported on Page 94.

• • •

Magazine Name Change Not Angled at One Ad Group

To the Editor: I was amazed to read in the Oct. 24 Advertising Age that Ziff-Davis was changing the title of its magazine, *Sports Cars Illustrated* to *Car & Driver*, "in a move," according to your publication, "to attract more Detroit advertising." This is simply not the case. Our title is designed to inform the reader of the magazine's contents, not to attract, in some mysterious way, one area of advertising support.

Sports Cars Illustrated was acquired by Ziff-Davis five years ago. Its circulation then was 65,000 and its editorial content covered almost exclusively sports and competition machinery. Today, its circulation is 172,000 and it covers the entire spectrum of specially designed, advanced and uniquely engineered automotive products, from Karts through economy imports and domestic compacts to European sports and touring cars and competition cars.

Thus, the new title is designed to convey more accurately the editorial content of the magazine, which is broad—based in terms of the kinds of cars presented, but specific in terms of the factual, analytical viewpoint from which they are presented.

Neither Ziff-Davis, nor any reputable publisher, changes magazine titles to accommodate the vagaries of the advertising winds.

Bradford Briggs,
Publisher, *Sports Cars Illustrated*, soon to be *Car & Driver*, New York.

• • •

Beer Ad Is a Pearl

To the Editor: Quite a few Texas people (consumers as well as distributors and advertising trades people) have commented to us that the attached ad is one of the more unusual beer ads run in these parts.

It appeared as a full-color page

$ $ $ $ $ $ $ $ $ $

"FINANCIAL REPORTS CAN BE FASCINATING"

"Every time a corporation's Annual Report arrives on my desk, I shudder a bit. I know I am going to read it; I know that the financial facts will be correct; but I also know that the accompanying text will be so legally circumscribed and so surrounded by caution that I will not get the vivid and dramatic story that often lies behind the bare facts of financial progress.

"By accident I have learned a solution to my problem, and I willingly pass it along for your edification. Instead of wading through the Annual Report, find out if the corporation Chairman or President has addressed the Society of Security Analysts. If he has, obtain a copy of his talk by hook or crook, and settle back for some fascinating reading. There is no dull or double talk here. Before these financial advisers, the corporation executive is willing to take his hair down and talk about his aspirations—the corporation's long-range plans for expansion and diversification, its present and planned research programs, the thinking of management, changes in organization, the doing of competition—in short, the things you want to know.

By William B. Lewis
Chairman of the Board
Kenyon & Eckhardt, Inc.

"Corporation executives seem willing and even eager to pour out their stories to the limited segment of the financial community represented by the Society of Security Analysts. It is a shame that more of them do not tell their stories—in like manner—to a broader audience of investors and stockholders through corporate advertising campaigns."

SPONSORED BY BARRON'S, THE NATIONAL AND FINANCIAL WEEKLY
A Dow-Jones Publication

$ $ $ $ $ $ $ $ $ $

$ $ $ $ $ $ $ $ $ $

What publication's subscribers have an average family net worth of $199,325?

BARRON'S, the national business and financial weekly.

Want to know about a *really* affluent audience? Two-thirds of Barron's subscribers have annual family incomes of $10,000 or more—average family income among subscribers is more than $20,000. Virtually all Barron's subscribers (over 95%) own securities, with the average holding valued at more than $137,000.*

To these figures add one more important fact for business advertisers: **Barron's subscribers are people who hold positions of importance and influence in their fields:** One-third of the subscribers, for example, are corporate officers, and one-quarter are corporate directors. Further, 21% of Barron's subscribers are voicing their opinions where business buying is big: They're with companies of 1,000 or more employees.*

Barron's gets the careful attention of more than 108,000 businessmen, financiers and investors every week. It offers the advertiser an economical and effective channel to the decision-making core of the business and financial communities.

Try Barron's. For a surprisingly low cost, your company can sell its policies, ideas, products or services to this unique audience of successful executives. Write or call your nearest Barron's office today.

* These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.

BARRON'S

. . . where advertising, too, is read for profit!

NEW YORK 50 Broadway · CHICAGO 711 W. Monroe St. · BOSTON 388 Newbury St. · LOS ANGELES 2999 W. 6th St. · CLEVELAND 1325 Lakeside Ave.

$ $ $ $ $ $ $ $ $ $

(and in two colors where full color wasn't obtainable) in principal Texas and Louisiana newspapers.

Tracy-Locke was awarded the Pearl Brewing Co. account last summer, and our introductory theme has told about the true origin of Pearl beer, placing emphasis on its quality. Oddly, nobody knew how Pearl got its name —although it is the largest-selling beer in Texas, and its history is quite colorful . . .

The newspaper idea is also being carried out in tv, radio, and point-of-sale.

John G. Burnett,
Tracy-Locke Co., Dallas.

• • •

Feels Story on Carbona-FTC Agreement Was Misleading

To the Editor: We note on Page 52 of your Sept. 26 issue a paragraph to the effect that our company has signed a stipulation with the Federal Trade Commission to stop describing our Carbona cleaning fluid as "fireproof or misrepresenting its fire-resistant properties" . . .

Our Carbona cleaning fluid does not flash below 300° and consequently is a non-combustible product within the meaning of the New York City administrative code, which, incidentally, is used as a guide by insurance companies throughout the country and various other authorities.

We had for years described Carbona cleaning fluid on the label as "non-combustible and non-flammable" but found there was a great deal of confusion on the part of the public as to what this meant . . .

To avoid this confusion, we started some years ago to use the word "fireproof," which has an unmistakable meaning and, under all ordinary circumstances, the product will not take fire.

The FTC feels, however, that "fireproof" is too strong a word to use on any products of this type and, with their approval, we have now substituted the word "noncombustible" on our labels . . .

We certainly think that anyone reading the paragraph in your magazine would believe that we have stopped claiming any fire-resistant qualities for Carbona cleaning fluid and that the product is therefore a flammable or combustible mixture which certainly is not the case. We feel that the paragraph also gives the impression that we have heretofore been misrepresenting our product and this also is certainly untrue . . .

Julian Kugel,
Carbona Products Co., Long Island City.

• • •

Would Like Reprints of John Yeck's Presentation

To the Editor: The presentation given by John Yeck in your Summer Workshop, and printed in your Oct. 10 issue, is terrific!

I have shown it to a couple of other people and they, too, thought it was outstanding and really full of down-to-earth, usable ideas.

Would it be possible to get one-half dozen reprints of this article, or tearsheets?

William B. Raufer,
Assistant Manager, Advertising and Sales Promotion, Moorman Mfg. Co., Quincy, Ill.

•

To the Editor: May we have your permission to use an excerpt of the article "How to Get Profitable Ideas: An extraordinary guide to creative thinking" by John D. Yeck? . . .

We should like to use this fine article in the December issue of "Notes & Quotes" which goes out each month free of charge to our group policyholders and others interested in employe relations.

You will note that we also offer our readers, free of charge, reprints of the articles complete, upon their request and would also like your permission to reprint the complete article . . .

Florence King,
Editor, "Notes & Quotes," Connecticut General Life Insurance Co., Hartford.

AA has not reprinted this material because John Yeck has put it into a folder. Copies are available—as long as they last—from Yeck & Yeck, 349 W. First St., Dayton 2, O.

• • •

Morpheus in a Tub, (Glub-a Glub Glub)

To the Editor: Is this, perhaps, the newest do-it-yourself suicide kit? Better Sleep Inc. offers a tranquilizing pillow and shows

same being used in the bathtub. Maybe "Glub, Glub, Glub" would be the best possible headline.

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

• • •

Agencies Already Know Faults That Exist, He Says

To the Editor: Professional advertising publications carry articles of advice, observation and suggestion which presumably offer a contribution to readers.

I've been following your articles on tv commercials. They say, in essence, "Whatever you're doing, stop it! It's wrong!" And, outside of a few very personal opinions, they offer little that isn't already general knowledge.

My criticism isn't directed particularly at this series but rather at the trend such articles always seem to take in our professional publications. There are so many experts anxious to tell us what is wrong and why it is wrong; there are so few who can give us concrete information on how to do it better. It's quite surprising how complacent readers are in view of this almost insulting situation.

I remember a few years ago everybody was quite ready to tell us what was wrong with industrial advertising. I don't recall that anybody gave us any specific information on how to make industrial advertising more effective.

I guess the solution to the problems observed by these experts must come from the individual advertising agencies. Maybe it's just as well we have to figure the answers out for ourselves. But since we already know of the faults that exist, why waste the time in impressing us with their existence?

Joe Cappels,
Copy Director, Fessel, Siegfriedt, Dooley & Moeller, Louisville.

• • •

In Defense of Gladys' Ancient Accoutrements

To the Editor: Tell Reader Nan Findlow, JWT, New York, (AA, Oct. 24) to keep her style opinions to herself. Gladys is typical of the ancient-age-type office manager who asks: "Who are you?" "Whom do you wish to see?" and then: "What do you want to see him about?"

Suspect Findlow is the type to nastily shout "Red Heart Dog Food," and set the hounds to baying.

If Gladys wishes to wear last years' Maidenform bra, Playtex girdle and Clairol Rinse . . . that's her business. Meanwhile, we poor printing/promotion salesmen have adjusted to the roost she rules, and can't afford another three to six months getting used to a new style . . . or system.

Findlow, you're just a constant reader of *Vogue!*

Arcadius Stewert,
Arcadius Stewert Promotions Associated, Los Angeles.

• • •

Job Seeker Stopped by Experience Requirement

To the Editor: I recently applied for several jobs among agencies in New York. In all cases I learned they desire to engage help only from other Four A's agencies . . .

I think this is wrong. In view of the fact that today no matter who gets elected for the Presidency, this country will need tremendous manpower to aid the underdeveloped nations of the world.

This may affect the advertising agency business seeking manpower needs . . .

Do you agree?

Leo Reiner,
Brooklyn.

• • •

The Perils of Metrecal

To the Editor: This subscriber views with alarm some of the unforeseen side effects resulting from the widespread use of Metrecal. Think of the menace to the nation's Corporate Images.

John Schuman,
Los Angeles.

Kellogg, American Dairy Join Prune Board in Push

The Prune Advisory Board, San Francisco, is launching a major advertising campaign in November. Cooperating with the board, for the second consecutive year, will be Kellogg Co., Battle Creek, and the American Dairy Assn., Chicago.

Color ads are scheduled in *Good Housekeeping, Ladies' Home Journal, Chain Store Age, Institutions, Progressive Grocer, Restaurant Management, Supermarket News, Super Market Merchandising, Volume Feeding Management,* and *Voluntary & Cooperative Groups Magazine.* Kellogg will merchandise the prune all bran muffin recipe with the grocery trade and on Art Linkletter's "House Party" show over CBS-TV.

Pompeiian Names Lavenson

Pompeiian Inc., Upper Darby, Pa., manufacturer of storm and screen windows and doors, jalousie windows and awnings, has named Lavenson Bureau of Advertising, Philadelphia, as its agency.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

Service News

505 N. LaSalle St., Chicago 10, Ill.

Most Displays Don't Aid Variety Stores: Shockley

NEW YORK, Nov. 8—A man who ought to know says that 90% of the promotional material received by variety stores "never gets out of the stock room because it doesn't fit store requirements."

He's Loren C. Shockley, vp in charge of merchandising of McCrory-McLellan Stores. Mr. Shockley was chairman of the judges committee for the first annual variety sales promotion awards sponsored by *Chain Store Age* Oct. 25.

In his statement, he said, he summarized the reports of the judges, who came from the top ten variety store chains. He also provided a 13-point composite check list for supplier sales promotion material:

1. Does the material do the basic selling job of answering customers' unspoken questions on basic facts, such as price and use?

2. Does the material encourage and ease customer selection?

3. Does it make selling points that are not visible to the customer's eye?

4. Does it visualize the product in use?

5. Does it increase sales per foot with more merchandise per foot?

6. Does it sell a complete assortment in compact space?

7. Does the package add to selling qualities?

8. Does the material promote higher ticket tradeup items?

9. Does it identify with current consumer advertising?

10. Does it dramatize current promotions?

11. Does it exploit seasonal promotions?

12. Does it sell quality?

13. Over and above these points, does the material fit the specific specifications of each chain?

Mr. Shockley said, "Too many manufacturers still spend big dollars on materials that variety stores cannot use. They're not designed for variety counters—either over-sized or in wrong dimensions. No matter how good the promotional material is, it's got to fit our counters to do the job."

UNANIMOUS CHOICE—*The judges committee at the Chain Store Age awards program came up with six selections of point of sale material for which their enthusiasm was unanimous: Scotch tape, Wearever pens, two Helen Neushaefer cosmetic pieces and pictured above, Foster Grant sunglasses and Naturflex bras.*

■ Richard D. Groberg, editor of *Chain Store Age* variety editions, told the awards program that current variety store promotional material must meet four basic challenges.

- It must take over the selling job on the counter.
- It must make the space the merchandise takes up more productive.
- It must convert consumer advertising into more sales at the counter.
- It must have a velvet-glove selling quality about it.

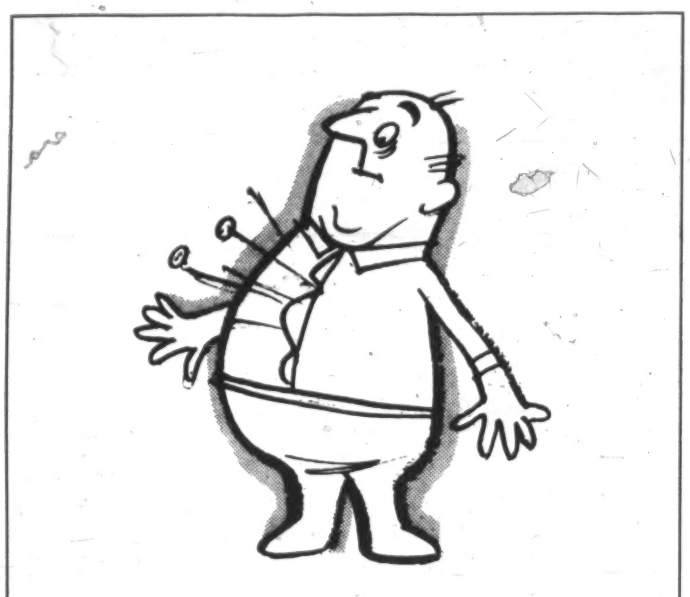
More than 300 manufacturers, advertising and chain store executives were present at the awards meeting. #

Boating Publication Bows

Boating Products News, a trade paper covering the consumer marine market, will publish its first issue in January. The tabloid-size paper will have an initial circulation of 30,000. Ad rate for a b&w page is $950. No announcement was made on the publishing frequency of the publication. Publisher is Boating Products Publishing Co., Hudson, Ohio.

EWRR Opens in Montreal

Erwin Wasey, Ruthrauff & Ryan has opened a Montreal office at 1310 Greene Ave. Gerald Nason, formerly in the EWRR office in Toronto, has been named manager



JACKSON BUILDING PERMITS UP 162%

A building boom is underway in Jackson, Mississippi with major public works projects and private construction a big 162% ahead of the last census year . . . no wonder Jackson and its 16-county retail trade zone now rank as a major market. As a unit, this area also ranks 7th in the nation in gross farm income.

From dramatic growth like this, you can expect dramatic sales results from advertising in Mississippi's leading newspapers—The Clarion-Ledger and Jackson Daily News.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

Who is transportation management?

Traffic executives in shipper companies. They buy freight transportation, warehousing, port services. They influence purchases of materials handling and packaging equipment.

Members of federal and state regulatory agencies, such as ICC, CAB, FMB. Their decisions affect all transportation.

Traffic, financial and operating executives in common carrier companies. They influence purchases of rail and highway equipment, materials handling, communications equipment, systems and procedures.

What one magazine do they all read?

Decision-making men in all three groups read—have to read—TRAFFIC WORLD, the weekly newsmagazine of transportation management . . . because this is the one and only source of detailed, accurate news, rates and regulatory data covering all forms of transportation and analytical articles on technology and regulatory law. Ask TRAFFIC WORLD (230 Park Avenue, New York 17) for a copy of the 16-page booklet, "The Transportation Management Group."

Let's face the facts about media selection

When you come face to face with the problem of selecting one publication over another . . . and you find that one definitely leads the field in:

. . . paid circulation
. . . total circulation
. . . renewal percentage
. . . plant coverage
. . . number of advertisers
. . . exclusive advertisers
. . . new advertisers
. . . advertising pages
. . . advertising dollar volume
. . . readership studies won
. . . editorial pages
. . . editorial balance

. . . as PURCHASING Magazine *does* — is there any problem at all in selecting the best magazine to reach industrial purchasing agents?

PURCHASING
MAGAZINE

Sells the man who buys

BPA A Conover-Mast publication • 205 E. 42nd St., N.Y. 17, N.Y. NIP

Wrenn to Rippey, Henderson

Theodore W. Wrenn Jr. has joined Rippey, Henderson, Bucknum & Co., Denver, as administrative assistant on the Mountain States Telephone & Telegraph Co. account group. Mr. Wrenn was formerly an automotive sales specialist and sales analyst at Gates Rubber Co., Denver.

Carter Names Thompson

Charles L. Thompson, formerly director of marketing of Flexonics Corp., Maywood, Ill., has been named to the new position of director of marketing of the Carter carburetor division of ACF Industries, New York.

Ross Joins Tilds & Cantz

Jon Ross has resigned as vp of Miller, McKay, Hoeck & Hartung, Los Angeles, to join Tilds & Cantz Advertising, Los Angeles, as an account supervisor.

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost. For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St | Chicago 175 W. Jackson | San Francisco 100 Bush St.

James Martin Kintner

ADS IN EDUCATION—*Alden James, senior vp and director of sales, Outdoor Advertising Inc., spoke on "Advertising's role in education" at the Advertising Federation of America's third region meeting in Richmond, Va. Also on the program were the conference chairman, David Martin, account executive, Cargill, Wilson & Acree; and Earl W. Kintner, chairman of the Federal Trade Commission.*

Key Marketing to Wise, Not Gullible, Buyer, Warne Says

CHICAGO, Nov. 8—"The spending of money remains a backward art, often plagued by the consumer's lack of scientific knowledge, his gullibility, and the not-infrequent warping of the truth by the seller."

In this situation, according to Colston E. Warne, president of Consumers Union, consumers today "have been rapidly moving in two diametrically opposed directions."

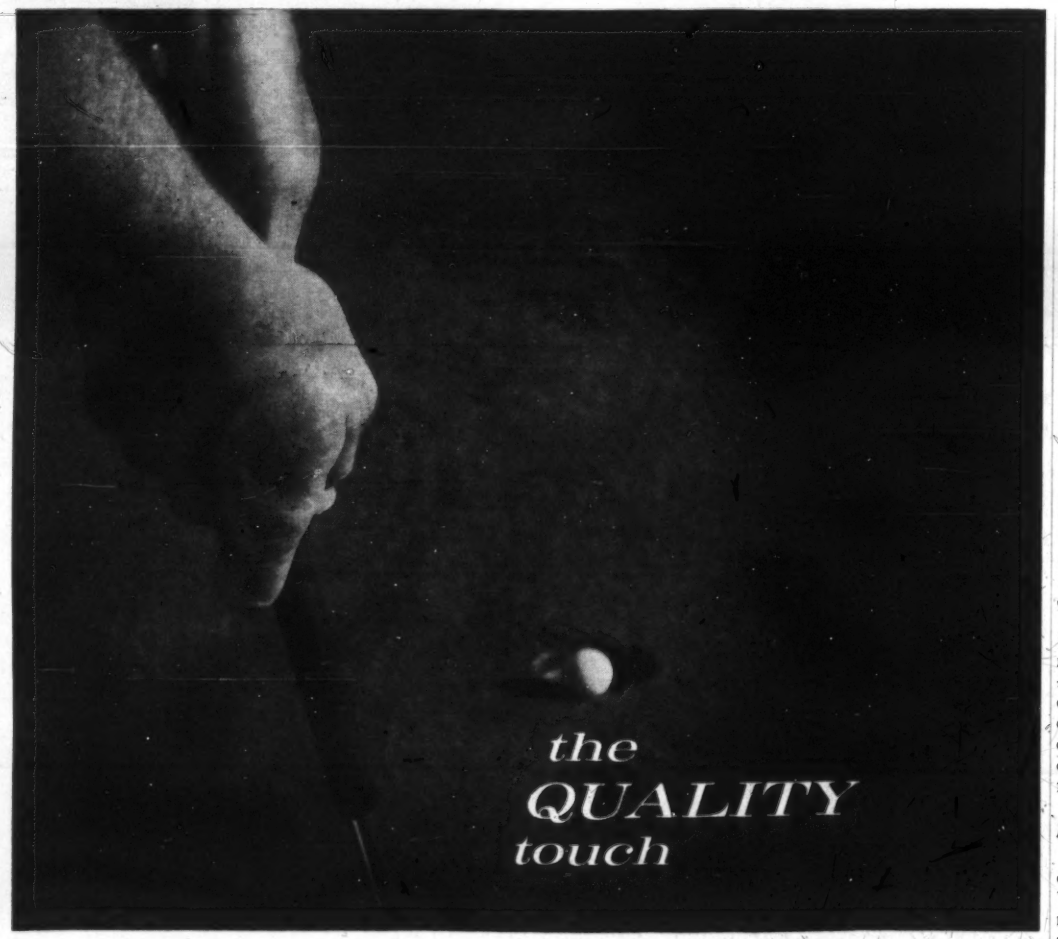
• On the one hand, Mr. Warne told Chicago chapters of the American Marketing Assn. and American Statistical Assn. last week, is a group which is "constantly being victimized by high pressure techniques and which represents, on the whole, a manipulated mass, possessed of scant discernment and accorded little protection against its own failure to comprehend the new forces of persuasion which seek to mold its actions."

• At the other end of the spectrum, he noted, "we have an increasingly discerning and pivotal group of buyers who are insistent upon quality, who by their force and prestige are compelling producers to be more responsive to the consumer voice and are making it profitable as well as imperative for business to bring out new, genuine product innovations."

The "organized consumers" in this latter group—more particularly the members of Consumers Union—are discerning in the matter of advertising, labeling, price lists, "planned obsolescence" and other factors of marketing, Mr. Warne said.

■ "If marketers are wise, they will be alert to the organized consumer movement rather than to the gullible fringe to which they have in the past been prone to cater," he said.

"In the long run, the pressure of events must inevitably bring ever-stronger emphasis upon quality standards and performance characteristics and compel an improvement of marketing practices." #



The spectacular shot is not always the bread and butter shot. It's that ability to sink putts consistently inside 6 or 8 feet which separates the pros from the amateurs. And so it is in business, too. The real pay-off comes when television and radio stations also possess that "quality touch" . . . a touch which is evident in day in and day out practices so vital in producing a winner. May we put this winner to work for you?

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Top Marketing Men Overpaid, Chief Execs Tell 'Dun's'

NEW YORK, Nov. 8—If you are a top marketing executive, chances are your boss thinks you're overpaid.

That's one disturbing conclusion—for marketing men, at least—drawn from the latest poll of corporate presidents published by *Dun's Review & Modern Industry* in its November issue.

After posing the question, "Looking at industry generally, what functions on the top executive level (e.g., finance, marketing, production, industrial relations, etc.) do you believe tend to be over or under-compensated in relation to others?" the magazine concluded that "generally, marketing seems to be top management's leading candidate for the function most likely to be over-compensated today."

■ This damning appraisal of the marketing man's relative worth, *Dun's Review* added, was concurred in by a ratio of 15 presidents to one. The "presidents' panel" is composed of 170 chief executives of leading U.S. manufacturing companies. #

Hal Grafer Resigns

Hal Grafer has resigned as head of the toiletries division of J. B. Williams Co., New York. He remains with the company in an advisory capacity while making future plans. No successor has been named.

Rushlow Joins Giannini

Frederick E. Rushlow has been named to the new post of director of marketing of Giannini Controls Corp., Duarte, Cal. He formerly was manager of sales and contracts at the missile and space vehicle department of General Electric Co.

Diehl Names Dan Wright

Howard Diehl Advertising, New York, has named Dan Wright Jr., formerly ad and sales promotion manager of Harrison Radio Corp., an account executive.

'Times' Appeals Libel Suit

A $500,000 judgment against the *New York Times* and four Negro ministers has been awarded to Montgomery, Ala., police chief L. B. Sullivan, who claimed an ad in the *Times* libeled him. Attorneys for the newspaper said they would appeal the judgment to the Alabama supreme court.

PUAA Copy Contest Set

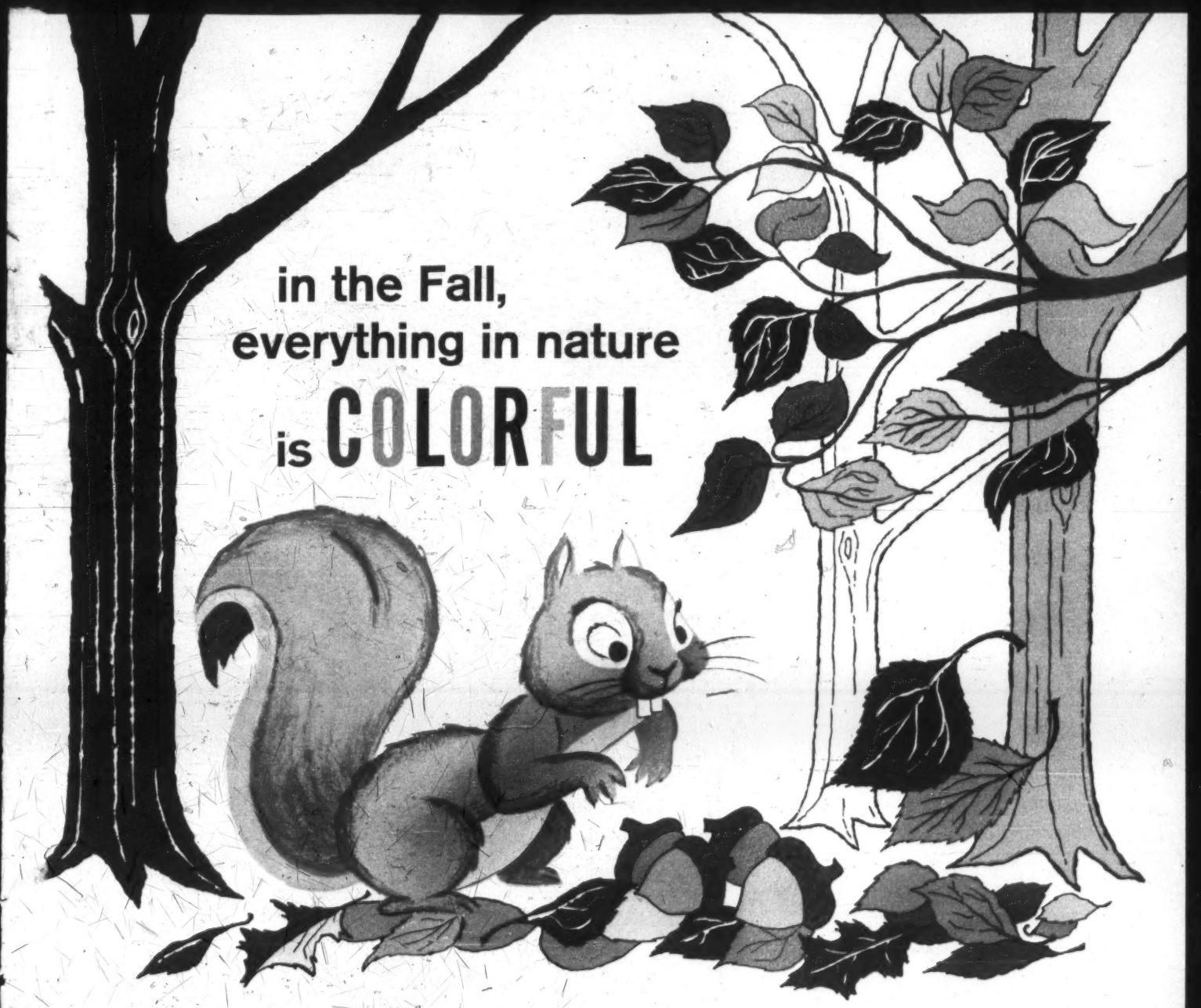
The Public Utilities Advertising Assn.'s 38th annual better copy contest for 1961 will offer awards in 20 individual classifications. Deadline for entries is Feb. 1, except for annual reports, which are due by April 1. Information on the contest is available from W. L. Perdue, contest chairman, Kansas Power & Light Co., 800 Kansas Ave., Topeka.

Ottawa's 2nd TV Planned

E. L. Bushnell, formerly head of Canada's Board of Broadcast Governors, has been granted a permit to operate a tv station in Ottawa, competing with the Canadian Broadcasting Corp. outlet. Mr. Bushnell said work on transmission towers would begin immediately.

WBNY Names Risman

WBNY, Buffalo, has named Robert S. Risman Advertising Agency, Buffalo, to handle advertising, public relations and promotion for the radio station.



—then why let your printing be drab?

This insert is printed on Beckett Offset, Canary, in the new Satin Shell finish. Note the velvet texture. Here you have the printability of the uncoated paper and the sheen (without glare) of a fine coated paper. This finish offers exceptional resistance to smudges and fingerprints.

Satin Shell finish is now carried in stock. The four-carton minimum is no longer required—orders for 1 carton or more can now be filled for immediate delivery.

We're not talking now about multi-color printing, which is fine when the budget will support it.

We are talking about one-color printing (colored ink) on colored paper, just as it's done on this insert. Screening parts of the illustration, and perhaps some of the type, gives many pleasing variations of the basic color of ink.

The added cost is negligible. Colored inks cost only a little more than black inks; colored paper (we make it in various grades and in a wide range of colors) costs only a little more than white paper of equal quality.

Try this idea on your next one-color job. A nearby Beckett merchant will be glad to supply samples of Beckett colored papers. Ask him, too, for a free copy of our demonstration packet, titled "How to Put Color Into Your Printing".

BUCKEYE-BECKETT PAPERS

THE BECKETT PAPER COMPANY • Makers of Good Paper in Hamilton, Ohio, Since 1848

THESE LEADING MERCHANTS SELL BECKETT PAPERS

ALABAMA
- Graham Paper Company — Birmingham
- Sloan Paper Company — Birmingham
- Partin Paper Company — Mobile

ARIZONA
- Butler Paper Company — Phoenix
- Graham Paper Company — Phoenix
- Zellerbach Paper Company — Phoenix
- Graham Paper Company — Tucson

ARKANSAS
- Roach Paper Company — Little Rock
- Western Newspaper Union — Little Rock

CALIFORNIA
- Zellerbach Paper Company — Emeryville
- Zellerbach Paper Company — Fresno
- Butler Paper Company — Los Angeles
- Zellerbach Paper Company — Los Angeles
- Zellerbach Paper Company — Sacramento
- Butler Paper Company — San Diego
- Zellerbach Paper Company — San Diego
- Pacific Coast Paper Company — San Francisco
- Zellerbach Paper Company — San Francisco
- Zellerbach Paper Company — San Jose

COLORADO
- Butler Paper Company — Denver
- Graham Paper Company — Denver
- Butler Paper Company — Pueblo

CONNECTICUT
- Carter Rice Storrs & Bement, Inc. — Hartford
- Henry Lindenmeyr & Sons — Hartford
- Carter Rice Storrs & Bement, Inc. — New Haven
- Henry Lindenmeyr & Sons — New Haven

DISTRICT OF COLUMBIA
- The Barton, Duer & Koch Paper Company
- Stanford Paper Company

FLORIDA
- Jacksonville Paper Company — Jacksonville
- Everglade Paper Company — Miami
- Central Paper Company — Orlando
- Capital Paper Company — Tallahassee
- Tampa Paper Company — Tampa

GEORGIA
- Sloan Paper Company — Atlanta
- Whitaker Paper Company — Atlanta
- Macon Paper Company — Macon
- Atlantic Paper Company — Savannah

ILLINOIS
- J. W. Butler Paper Company — Chicago
- James White Paper Company — Chicago
- J. W. Butler Paper Company — Peoria

INDIANA
- Butler Paper Company — Evansville
- C. P. Lesh Paper Company — Evansville
- Butler Paper Company — Ft. Wayne
- The Central Ohio Paper Company — Indianapolis
- The Chatfield Paper Corporation — Indianapolis
- C. P. Lesh Paper Company — Indianapolis
- Mid-States Paper Company — Terre Haute

IOWA
- J. W. Butler Paper Company — Cedar Rapids
- Western Newspaper Union — Des Moines
- Weber Paper Company — Dubuque
- Western Newspaper Union — Sioux City

KANSAS
- Butler Paper Company — Wichita
- Graham Paper Company — Wichita

KENTUCKY
- Graham Paper Company — Louisville
- Louisville Paper & Mfg. Co. — Louisville
- Rowland Paper Company — Louisville

LOUISIANA
- Butler Paper Company — New Orleans
- Graham Paper Company — New Orleans
- Western Newspaper Union — Shreveport

MAINE
- Carter Rice Storrs & Bement, Inc. — Augusta

MARYLAND
- The Barton, Duer & Koch Paper Co. — Baltimore
- Stanford Paper Company — Baltimore

MASSACHUSETTS
- Carter Rice Storrs & Bement, Inc. — Boston
- Lindenmeyr Paper Co., Inc. — Boston
- Carter Rice Storrs & Bement, Inc. — Springfield
- Carter Rice Storrs & Bement, Inc. — Worcester

MICHIGAN
- Butler Paper Company — Detroit
- The Union Paper & Twine Company — Detroit
- Central Michigan Paper Company — Grand Rapids
- The Union Paper & Twine Company — Jackson

MINNESOTA
- Carpenter Paper Company — Duluth
- Butler Paper Company — Minneapolis
- Graham Paper Company — Minneapolis
- Inter-City Paper Company — Minneapolis
- Paper Supply Co. — Minneapolis
- Inter-City Paper Company — St. Paul

MISSISSIPPI
- Graham Paper Company — Jackson

MISSOURI
- Butler Paper Company — Kansas City
- Graham Paper Company — Kansas City
- Butler Paper Company — St. Louis
- Graham Paper Company — St. Louis
- Butler Paper Company — Springfield

MONTANA
- Western Newspaper Union — Billings
- Yellowstone Paper Company — Billings
- Ward Thompson Paper Company — Butte

NEBRASKA
- Western Newspaper Union — Lincoln
- Field Paper Company — Omaha
- Western Paper Company — Omaha

NEW JERSEY
- Henry Lindenmeyr & Sons — Hillside

NEW MEXICO
- Butler Paper Company — Albuquerque
- Graham Paper Company — Albuquerque

NEW YORK
- The Hudson Valley Paper Company — Albany
- The Alling & Cory Company — Buffalo
- The Union Paper & Twine Company — Buffalo
- The Alling & Cory Company — New York City
- Miller & Wright Paper Company Division of The Alling & Cory Co. — New York City
- Bulkley, Dunton & Company — New York City
- Henry Lindenmeyr & Sons — New York City
- Marquardt & Company, Inc. — New York City
- Nelson-Whitehead Paper Corp. — New York City
- The Alling & Cory Company — Rochester
- The Alling & Cory Company — Syracuse
- Troy Paper Corporation — Troy
- The Alling & Cory Company — Utica

NORTH CAROLINA
- Henley Paper Company — Asheville
- Caskie Paper Company, Inc. — Charlotte
- Charlotte Paper Company — Charlotte
- Henley Paper Company — High Point
- Epes-Fitzgerald Paper Company — Raleigh
- Raleigh Paper Company — Raleigh

NORTH DAKOTA
- Western Newspaper Union — Fargo

OHIO
- The Chatfield Paper Corporation — Cincinnati
- The Cincinnati Cordage & Paper Co. — Cincinnati
- The Diem & Wing Paper Company — Cincinnati
- The Whitaker Paper Company — Cincinnati
- The Central Ohio Paper Company — Cleveland
- The Union Paper & Twine Company — Cleveland
- The Central Ohio Paper Company — Columbus
- The Central Ohio Paper Company — Dayton
- The Cincinnati Cordage & Paper Co. — Dayton
- The Central Ohio Paper Company — Toledo

OKLAHOMA
- Graham Paper Company — Oklahoma City
- Beene Paper Company — Tulsa
- Tayloe Paper Company — Tulsa

OREGON
- Fraser Paper Company — Portland
- West Coast Paper Company — Portland

PENNSYLVANIA
- Garrett-Buchanan Company — Allentown
- Lehigh Valley Paper Corporation — Allentown
- The Alling & Cory Company — Harrisburg
- Bock Paper Company — Harrisburg
- Garrett-Buchanan Company — Lancaster
- Garrett-Buchanan Company — Philadelphia
- D. L. Ward Company — Philadelphia
- The Alling & Cory Company — Pittsburgh
- The Chatfield & Woods Co. of Pa. — Pittsburgh
- Garrett-Buchanan Company — Reading
- Elm Paper Company — Scranton

RHODE ISLAND
- Carter Rice Storrs & Bement, Inc. — Pawtucket

SOUTH CAROLINA
- Epes-Fitzgerald Paper Company — Columbia
- Palmetto Paper Company — Columbia

SOUTH DAKOTA
- Sioux Falls Paper Company — Sioux Falls
- Western Newspaper Union — Sioux Falls

TENNESSEE
- Graham Paper Company — Chattanooga
- Sloan Paper Company — Chattanooga
- The Cincinnati Cordage & Paper Co. — Knoxville
- Graham Paper Company — Knoxville
- Graham Paper Company — Memphis
- Graham Paper Company — Nashville

TEXAS
- Graham Paper Company — Amarillo
- Graham Paper Company — Dallas
- Southwestern Paper Company — Dallas
- Graham Paper Company — El Paso
- Southwestern Paper Company — Ft. Worth
- Graham Paper Company — Houston
- Southwestern Paper Company — Houston
- Graham Paper Company — Lubbock
- Graham Paper Company — San Antonio

UTAH
- Western Newspaper Union — Salt Lake City

VIRGINIA
- Caskie Paper Company, Inc. — Lynchburg
- Epes-Fitzgerald Paper Company — Norfolk
- Epes-Fitzgerald Paper Company — Richmond
- B. W. Wilson Paper Company — Richmond

WASHINGTON
- West Coast Paper Company — Seattle
- McGinnis Independent Paper Co. — Spokane
- Allied Paper Company — Tacoma

WEST VIRGINIA
- Copco Papers, Inc. — Charleston
- The Cincinnati Cordage & Paper Co. — Huntington

WISCONSIN
- Standard Paper Company — Appleton
- Steen-Macek Company — Green Bay
- Standard Paper Company — Madison
- Bauer Paper Company — Milwaukee
- Standard Paper Company — Milwaukee
- Standard Paper Company — Wisconsin Rapids

EXPORT AGENTS:
- Bulkley, Dunton Paper Co., S.A. — New York City
- Castex Paper Export Co. — New York City
- Champion Paper Corporation, S.A. — New York City
- Silleb, Inc. — New York City
- Pamco Incorporated — San Francisco

CANADIAN AGENTS:
- Clark Papers, Ltd. — Calgary, Alberta
- Smith, Davidson & Lecky, Ltd. — Calgary and Edmonton, Alberta
- T. B. Little Papers, Ltd. — Montreal, Quebec
- McFarlane Son & Hodgson, Ltd. — Montreal, Quebec
- Whyte-Hooke Papers, Ltd. — Toronto, Ontario
- Wilson-Munroe Company, Ltd. — Toronto, Ontario
- Coast Paper Company, Ltd. — Vancouver, B. C.
- Mid-West Paper Sales, Ltd. — Winnipeg, Manitoba

This is BECKETT OFFSET, Canary, Satin Shell finish, 80 lb.

Oklahoma Ads Seen Phase of Search for National Brand by Jersey Standard

Marketer's Brands Now Include Enco, Humble, Pate, Carter, Esso

CHICAGO, Nov. 10—While Humble Oil & Refining Co. is in the midst of a campaign to unite its five divisions under a common symbol, Oklahoma Oil Co.—now part of the Humble family—is continuing its regional campaign to differentiate itself from all other petroleum advertisers.

Oklahoma, now a part of the Oklahoma-Pate division of Humble, is in its second year of unusual newspaper advertising—page ads featuring eye-stopping photographs created by New York photographer Howard Zeiff.

The pictures contain none of the more common features of a gasoline ad—no station, no gas pump, no automobile. Usually an offbeat pose of an Oklahoma attendant or a customer fills two-thirds of the page, with copy driving home points about quality and economy—and, now, about Oklahoma's relationship to Humble.

■ Oklahoma, which markets in Illinois, Indiana, Iowa and Kentucky, is perhaps best known in Chicago for its co-sponsorship of the local major league baseball telecasts on WGN-TV, a show it has used—along with Theo. Hamm Brewing Co.—for the past six seasons.

"We felt that we were the dominant petroleum advertiser in local tv with our baseball sponsorship," explained Walter Kadi, advertising manager, "and we wanted to have the same kind of medium domination during the winter months."

Oklahoma and its agency, Needham, Louis & Brorby, selected newspapers as the winter medium. Last year they developed the new ad series and ran four ads one week and two ads the next in Chicago. Two ads one week and one the next were used in Indianapolis.

These two metropolitan areas contain about 80% of Oklahoma's stations and account for about the same percentage of sales.

The same type of ad schedule began this year, following the last Cubs and White Sox tv broadcasts in Chicago, and the final "Game of the Week" broadcast in Indianapolis, which the company sponsored this year.

■ "We feel that the regular schedule, plus the unusual ad treatment, gives us the dominant position in newspapers," Mr. Kadi said.

Oklahoma's only other advertising is a spot radio schedule, which covers some 15 smaller markets where Oklahoma operates, in addition to Chicago and Indianapolis. The company reportedly spends about $1,500,000 annually for advertising, including a $750,000 outlay for the Cubs-Sox tv broadcasts.

On the merchandising front, the company has long offered premium stamps with product purchases, and had the stamp business virtually to itself among oil companies until a few years ago, when stamps invaded the Chicago market. Oklahoma coupons are worth more per dollar spent than most competing stamp plans, but they suffer from "exclusivity." S&H stamps, for instance, are available not only at gas stations, but at many other retail outlets.

Oklahoma advertising also has been promoting a premium offer to attract new business. Cases of Coca-Cola, kites and stuffed animals are among the items offered free or at low cost with gas purchases. The company may change this slightly and offer sets of premiums (tumblers," for instance), one per visit, to encourage repeat business and establish regular customers.

■ The company feels it owes its advertising success not only to its astute media selection, but to the originality of the advertising. Both the tv and newspaper ads are award winners.

On the baseball telecasts, the company's ads appear in tandem with the nationally recognized Hamm's beer commercials. Hamm has the added advantage of being able to use its commercials the year 'round in several markets, thus lowering production cost per exposure. Despite this, the consensus is that Oklahoma has managed to hold its own with its own alternating commercials.

Paul Belknap, account supervisor, heads up the agency team on the Oklahoma account. E. J. Charlesworth is account executive. Others include Dick Morgan, copywriter; Richard Trentledge, tv writer; Don Zabel, tv producer, Harold McVeigh, art director; and Ken Snyder, radio-tv creative director.

■ Oklahoma Oil Co. was formed in Chicago in 1936 as a gasoline and fuel oil marketer, with 18 sta-

(Continued on Page 106)

TRUCK SIGNS

OUR SIGN HOLDERS on your fleet of 10 or more cars or trucks mean you can tell your sales story to thousands more. Write

THE YARDER MFG. CO.
724 Phillips Ave., Toledo 12, O.

FREE PHOTO ALBUM

In JUNEAU People Buy The Products Advertised In This Paper

Alaskans shop daily . . . with their Alaskan dailies. Call your West-Holliday man for complete information.

One of four great Alaska Dailies

REPRESENTED BY
WEST-HOLLIDAY CO INC
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

You will sell more NOW—and in the FUTURE—

in a GROWING MARKET

Whatever your product, there's a bright future for it in Florida — America's fastest growing° state!

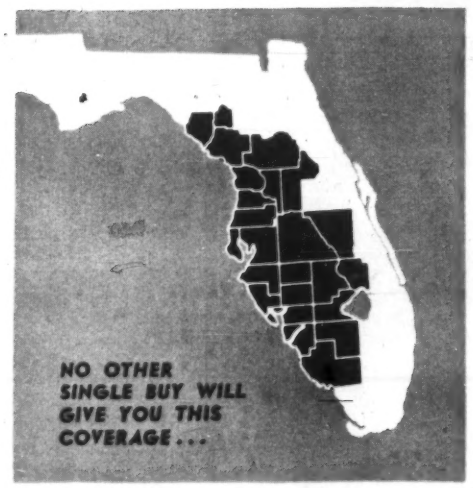
The Tampa Tribune and The Tampa Times low-cost combination offers you a unique opportunity to get the "big bite" out of Florida's present and future sales potential.

This aggressive newspaper combination delivers 48.1% average daily household coverage in 24 rich busy West Coast and Central Florida counties—the biggest one-buy newspaper coverage north of Miami and south of Jacksonville!

In our 24-County Sales Area live 26.1 per cent° of Florida's total population. Here in 1959, 24.6 per cent of the state's total retail sales and 25.1 per cent of food sales were made.

So, for the "big bite" of growing Florida's tremendous sales potential, schedule your advertising in The Tampa Tribune and The Tampa Times low-cost combination — *now and in the future!*

For more facts, write us, or contact any Sawyer-Ferguson-Walker office.



°POPULATION — 1960 U. S. Census
CIRCULATION — A. B. C., March 31, 1961
MARKET DATA — SM 1960 Survey of Buying Power. NOTE: Pinellas County figures less City of St. Petersburg.

THE TAMPA TRIBUNE
MORNING AND SUNDAY
THE TAMPA TIMES
EVENING

Represented Nationally by Sawyer-Ferguson-Walker Company

Oklahoma Oil . . .

tions. The name comes from a predecessor company, Oklahoma Oil Products Corp., formed when the state was leading supplier of oil in the Midwest.

When Oklahoma began its sponsorship of the baseball telecasts in 1954 (for two years they also had a quarter of the radio broadcasts) business began to grow rapidly. In 1956 the company was purchased by Standard Oil Co. (New Jersey), the parent company of Humble.

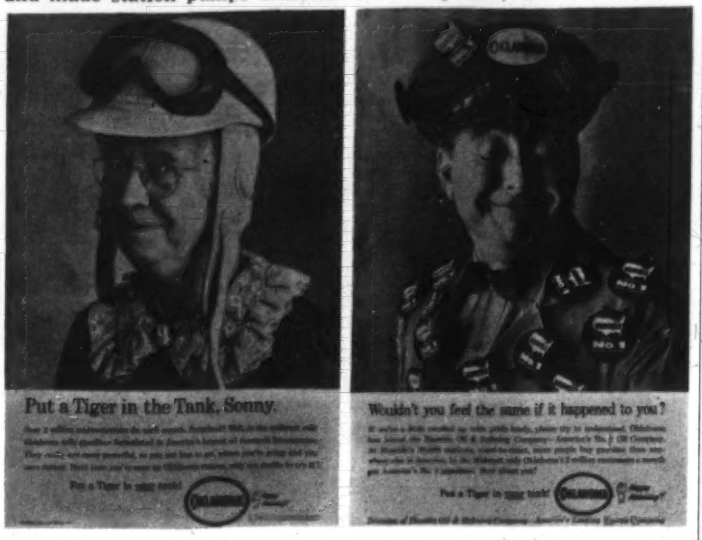
Mr. Kadi, who had handled advertising for Pate (another Jersey Standard affiliate) since 1941, was brought in as an adviser on Oklahoma in 1957, and a year later was named ad manager of both companies.

He selected Needham, Louis & Brorby to succeed Maryland Advertising Co. in 1958 and began his first major task—giving Oklahoma an image of a big, dependable oil company.

Starting in 1957, Oklahoma began the upgrading job by standardizing its stations. It developed the Oklahoma oval symbol, similar to other Jersey brand symbols, and made station pumps uniform.

In 1958 it changed its gasoline designations from regular and ethyl to High-Q and High-Q Extra, also to denote a quality image.

The following spring, Oklahoma introduced its High-Q Extra with HP compound, and developed a highly successful slogan—"Put a tiger in your tank." Two-color newspaper ads pictured a yellow and black tiger tail protruding from an auto gas tank. (The tiger slogan was subsequently adopted by Carter Oil Co., another Jersey Standard company.) A series of tv spots using a live tiger was also developed later (AA, April 25).



PRINT CAMPAIGN—*When Oklahoma Oil Co. entered newspapers on a regular basis last year, they used unusual ads such as one featuring a "hot rod grandma." The series continues this year, with emphasis on Oklahoma's tie-in with Humble.*

MERGING PAINS—*Color spread in The Saturday Evening Post shows how Humble Oil avoids trademark problem. One of the "five leading . . . companies" is indicated on the map in lower right only by oildrop symbol. That represents Esso Standard, but since other Standard companies in the U. S. have territorial rights to the Standard name, Esso can't be advertised nationwide.*

In May of 1959, Oklahoma added the Goodyear tire and battery line to its stations, to provide a wider range of customer services.

During all this time, of course, the company shuffled and expanded its station locations, taking advantage of the growing suburban areas. In 1958 Oklahoma moved into Indiana with the acquisition of Gaseteria Inc., a 263-station chain operating in the Hoosier state.

Further expansion was made into Iowa and Kentucky, as well as smaller cities and towns in Illinois and Indiana.

■ Today Oklahoma operates about 400 stations and has about 2½% of the retail gasoline business in Illinois and about 2% in Indiana. The Pate Oil Co. portion of the new Oklahoma-Pate division, operates about 200 outlets in and around Milwaukee and reportedly does about 3% of Wisconsin's retail gas business.

The last phase of the image-building program for Oklahoma is the one now in progress—tying in the company with its parent, Humble Oil. Through national magazine ads and Humble's ads on college football broadcasts on ABC-TV, Oklahoma gets added advertising support in its marketing area.

Despite the success in establishing itself as a major competitor in the Midwest, the Oklahoma symbol faces an uncertain future. Earlier this year, Jersey Standard reorganized the company, changing itself to a parent company exclusively and naming Humble as its major operating arm (AA, April 18). The five regional companies—Humble, Carter, Pate, Oklahoma and Esso Standard—are now divisions of Humble.

As a consequence of this change, it is expected that Humble is moving towards the marketing of a single brand name throughout the country. Already the various divisions have put Humble signs on their stations, and the Humble affiliation is an important part of the regional campaigns.

■ A new brand name, Enco (derived from Humble's designation as "America's leading energy company") is now being used in Carter territory and in Humble's Ohio outlets.

It is reported that Pate will give way to the Enco name soon.

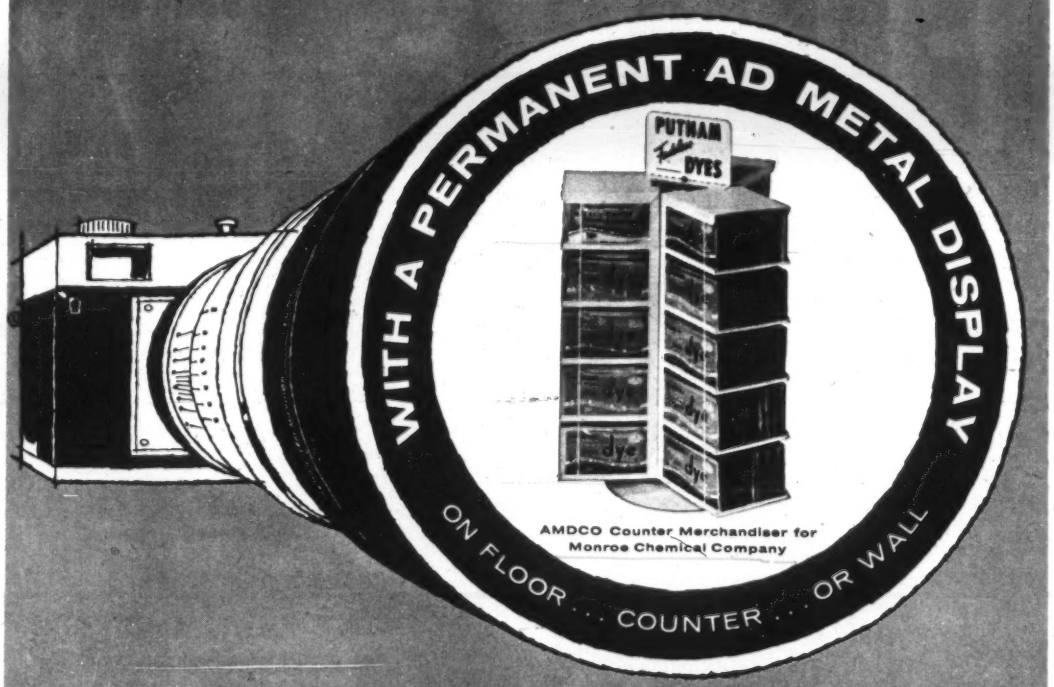
Despite this, company officials say that the future of its other brands names is yet to be decided. It would be possible, for instance, to advertise: "Get Enco gas at your Oklahoma (or Esso, etc.) station."

But this would put a crimp in Humble's national ad plans. The 1911 consent decree which broke the former Standard combine into exclusive Standard marketing territories provides the problem, and

No one knows better how big the U.S. is than the media buyer who charts a national campaign. What a great satisfaction to know that you can sew up 73,496 square miles of it—103 counties in 5 states—with just one time buy, one rate card. KELO-LAND is that fantastic market area. KELO-LAND tv is the advertising power that delivers it to you—completely, simultaneously, no gaps!

CBS - ABC
KEL tv LAND
KELO-tv SIOUX FALLS: and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain
JOE FLOYD, President
Evans Nord, Gen. Mgr. — Larry Bentson, V.P.
Represented by H-R
in Minneapolis by Wayne Evans & Assoc.

developing a profit picture requires FULL TIME EXPOSURE at the point-of sale...



The point of sale is where all your merchandising and advertising efforts come into focus . . . where your product image registers, the impulse clicks, and your sale is completed . . . write or call for more information . . . and how AN AD METAL DISPLAY custom-designed for your product, will help you close more sales, more profitably . . .

ADVERTISING METAL DISPLAY CO
designers and builders of permanent merchandisers

CHICAGO 50 / 4621 W. NINETEENTH ST. / Bishop 2-1242 • NEW YORK 36 / 11 W. 42nd ST. / LOngacre 4-8258

HECTOR'S HOOKED—*Oklahoma's creative tv ads during Chicago baseball broadcasts helped boost sales. One animated series featured Hector, the Oklahoma coupon collector, getting in various types of trouble while trying to do an on-the-spot report from an Oklahoma station.*

Bob Lyte Joins WLBW-TV

Bob Lyte has been appointed advertising director and film buyer of WLBW-TV, the new Channel 10 in Miami. Mr. Lyte previously was promotion director of Tribune Publishing Co., which includes the *Tacoma News Tribune*, KTNT and KTNT-TV, Tacoma, and WWL-TV, New Orleans.

KICN Appoints Two

Dick Shireman, previously general manager of KISN, Portland, Ore., has been appointed general manager of KICN, Denver. Thomas P. Duggan, formerly an account executive with KICN, has been promoted to sales manager of the radio station.

this is evident in Humble's initial national magazine efforts.

"Five leading regional oil companies become one!" reads the ad headline. But the map shows only four names—Carter, Pate, Oklahoma and Humble. The fifth one, Esso Standard, is designated only by the Happy Motoring symbol, because the Esso name cannot be used in advertising reaching into other Standard company areas.

If Humble wants to standardize its advertising throughout the country and can find no way to overcome the Esso brand problem, it has no choice but to drop Esso Standard in favor of Humble-Enco.

Perhaps the decision to do that already has been made, and a timetable for the change-over already been set. Perhaps intercompany discussions on the matter are still taking place. One thing seems inevitable: If Humble drops so well-known a name as Esso, it will surely do the same with Oklahoma.

If the future of Oklahoma is still to be decided, Oklahoma officials can sit down with Humble management and tell their story. They can make a strong case for retaining a symbol so carefully and skilfully nurtured into a strong competitive position in the Midwest. #

Weekley, Frank Affiliate

Weekley & Valenti, Houston, has affiliated with Clinton E. Frank Inc., Chicago, effective Dec. 1. Weekley & Valenti will work with the Frank agency on Continental Oil Co., which recently appointed Frank as its agency (AA, Oct. 17). The Houston agency formerly handled sales promotion activities and collateral material for Conoco on a separate basis; now these functions will be coordinated with the Frank agency's work on the account. There is no change in ownership of the two agencies.

Valley Sets $50,000 Budget

Valley Chamber of Commerce, Weslaco, Tex., will invest $50,000 in regional advertising this season to encourage tourists to visit the lower Rio Grande Valley this winter. Last year, the valley attracted 150,000 visitors, who spent $50,000,000, a 16% gain over the preceding year. Advertising will be concentrated in midwestern newspapers.

New McGarvey Coffee Bows

McGarvey-Atwood Coffee Co., Minneapolis, currently is introducing a new product—McGarvey-Atwood Flame Room coffee—in the upper Midwest. The new product will be promoted with a six-month radio push on 11 Minneapolis and St. Paul stations, which will run more than 1,000 spots monthly. Pidgeon Savage Lewis Inc., Minneapolis, is the agency.

Center Names Dubin

Robert J. Dubin, a social psychologist, has been promoted to director of research for the Center for Research in Marketing, Peekskill, N. Y. Mr. Dubin joined the company last year.

HARDWARE AGE'S

MAP

Marketing Assistance Program

can help you here:

1 **NATIONAL SURVEY.** A scientific sampling of 41,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

VERIFIED LIST. The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 538 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

2 **CENSUS OF RETAIL HARDWARE DEALERS.** Includes all 41,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 6,888 hardware products with 9,845 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

3 **MEDIA HELP.** Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

Advertise where you can do business with dealers *and their wholesalers*

Hardware Age helps you reach the successful merchants who can specify and move your products

In most lines, hardware wholesalers supply 65%-75% of the products sold in hardware stores. But they recognize wide differences in buying power among dealers. Those with retail hardware sales of $30,000 to $1 million and more *sell almost ten times as much* as dealers below $30,000. These larger dealers make up only 61.7% of all store units, yet account for 89.7% of all retail hardware volume (1). They are in a sound position to *specify and move your products.*

These are the dealers from whom Hardware Age solicits subscriptions — and no retail subscription is accepted unless it is from a bona fide hardware outlet that stocks and sells broad lines of hardware merchandise (2).

Result — Hardware Age gives you circulation *concentrated* among retail subscribers and their wholesalers who are *good* prospects with whom you can do business!

According to A. B. C. Publishers' Statements, June 30, 1960, Hardware Age leads the second A. B. C. publication in Average Total Net Paid Circulation, 38,096; in Total Retail Circulation, 26,256; in Total Wholesale Circulation, 7,811 (3).

These are facts, not opinions!

Through M·A·P, the Hardware Age Marketing Assistance Program, you can have, free, the latest sales figures on the hardware market. Tell us what products you sell or intend to sell. We will send you the M·A·P Merchandise Category Summaries which include these products. And to help you select the most effective medium for your hardware trade advertising we'll send you the 1961 Advertising Schedule Planning Guide.

Your advertising will meet

More Eager Readers in

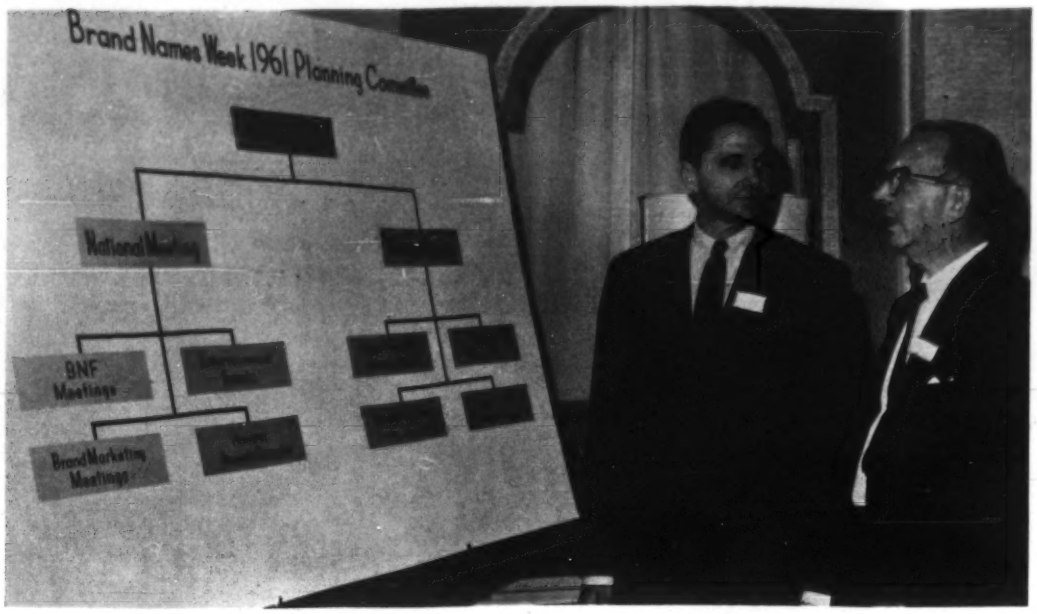
Hardware Age

A Chilton Publication

ABC Member NBP

Chestnut and 56th Street
Philadelphia 39, Pa.

PHOTOGRAPHIC REVIEW



Aubrey Abt

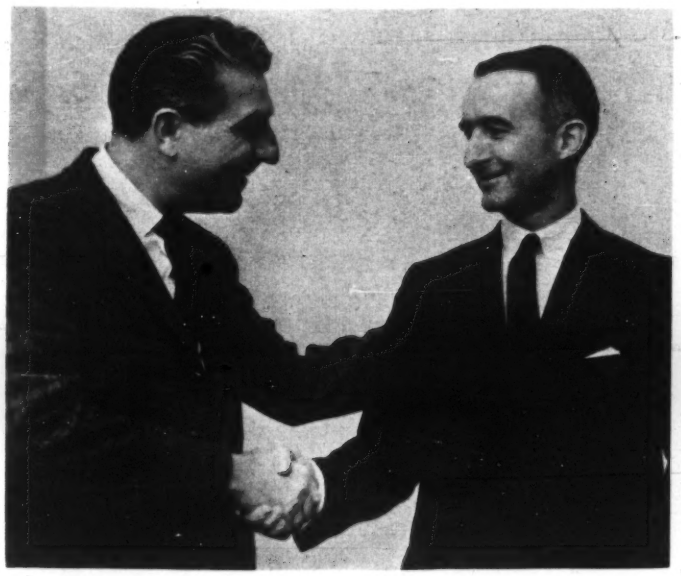
EARLY PLANNERS—*James T. Aubrey Jr., president, CBS-TV, and chairman of the Brand Names Week planning committee for 1961, and Henry E. Abt, president, Brand Names Foundation, discuss plans for the week-long promotion. Brand Names Week will be held May 4-14 in 1961.*

Paxton Carlson Jewell
Shaw Heymann

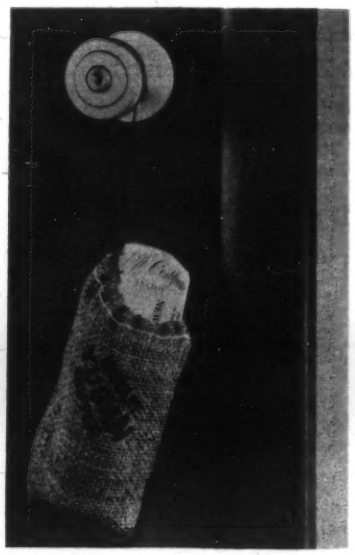
EXCELLENCE—*Signode Steel Strapping Co., Chicago, and its agency, Reincke, Meyer & Finn, won the Purchasing Week achievement award for creating advertising effective in fulfilling the information needs of the purchasing executive. At the presentation were S. E. Heymann, director of marketing, and C. H. Carlson, advertising manager of Signode; Seth Jewell, account executive of the agency; Steven J. Shaw, district manager, Purchasing Week; and Al Paxton, vp, McGraw-Hill Publishing Co.*

Graff Zaucha Snell

AWARD WINNER—*Patricia Zaucha, advertising department librarian at Blue Cross-Blue Shield of Michigan, hangs a plaque for first place in the first division award from the Michigan Associated Press Broadcasters' Assn., given for a half-hour video tape medical documentary, covering a typical night in the emergency section of a hospital. Lou Graff, director of advertising and public relations for the Blue Cross-Blue Shield organization, and Charles Snell, vp, Ross Roy-BSF&D, agency for the company, look on.*

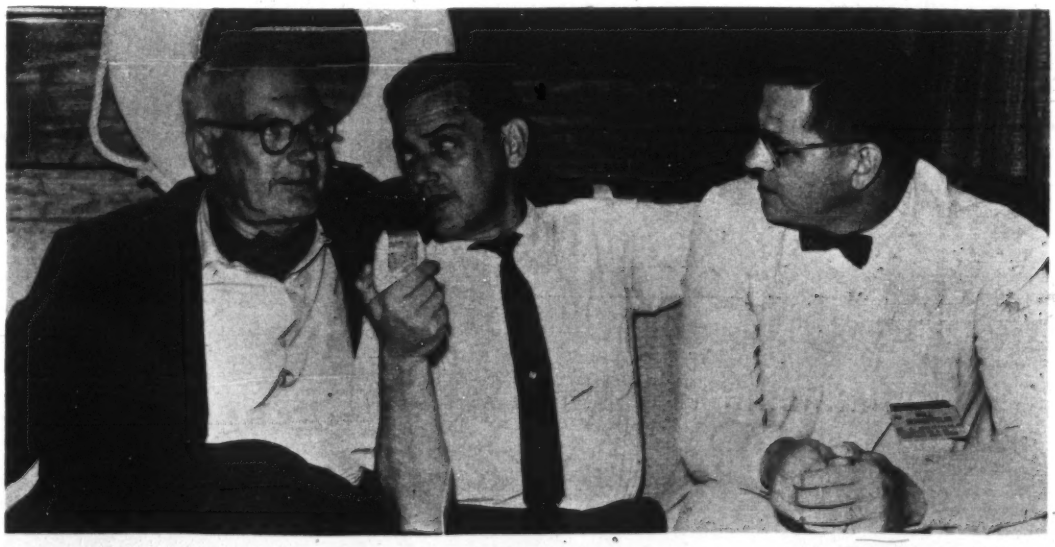


THE WINNER—*WCBS Radio's Jack Sterling (left) congratulates Peter West, account exec at BBDO, New York, on winning first prize in the Jack Sterling golf tournament for advertising men. The prize: Three days at the Dorado Beach & Golf Club in Puerto Rico.*



SACKED—*Current samples of Instant Yuban Coffee come in this miniature burlap gunny sack, made by Chase Bag Co., to accent the rare, aged, coffee bean theme for the General Foods Corp. product.*

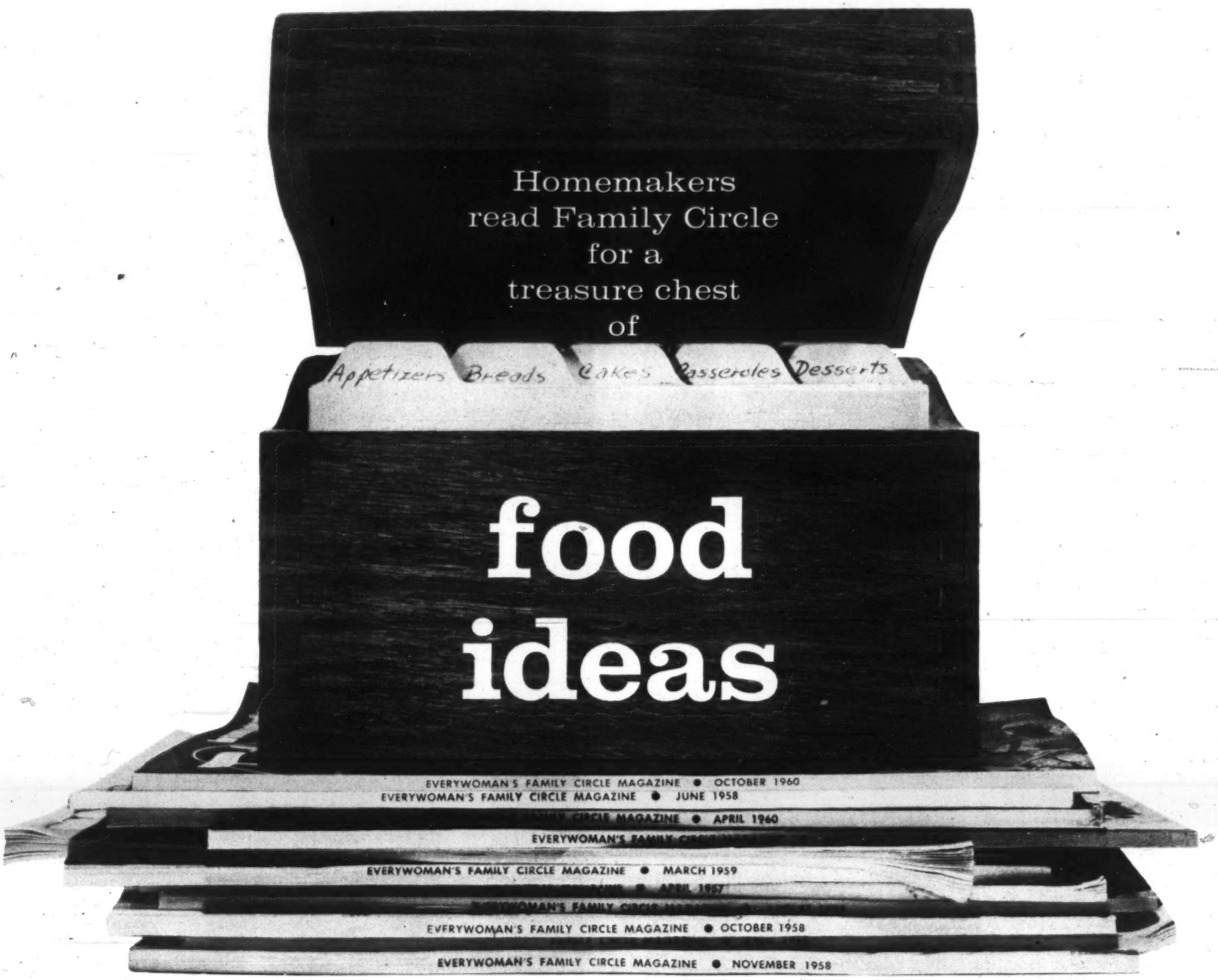
HONEST INJUN—*Gail Andrews nibbles a dill spear before whooping down on the turkey. It's her way of telling you the National Pickle Packers Assn. will promote "Holidays Are Pickle Days" from Nov. 15 to Jan. 1.*



Kahn Frank Schieffelin

DRUG VETERANS—*Henry Kastor Kahn, chairman of Kastor, Hilton, Chesley, Clifford & Atherton, recalls that 37 years ago he was the only advertising agency man to attend a convention of the National Wholesale Druggists Assn. This year, more than 25 agencies were present at the Miami meeting. Here Mr. Kahn participates with William J. Schieffelin III, vp of Schieffelin & Co., drug company, in an interview by Paul Frank over Radio Station WINZ, Miami.*

Of the top ten markets in the U. S., nine are cities but one is a state! Iowa, with a population of 2,807,700 ranks after New York, Los Angeles, Chicago, Philadelphia, Detroit and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!



On any typical day—5,250,000 homemakers who buy Family Circle set 19,000,000 places at their dinner tables. These homemakers approach meal planning with pleasure and creativity. According to a six-month study by the Institute for Motivational Research, homemakers rely on Family Circle for *the best in food and recipe content*. They consider it *useful, practical, authoritative*. They find an abundance of new and interesting ideas in the magazine's food articles, illustrations and advertisements. More than half the readers save their copies for future reference. Good reasons why Family Circle is the essential medium for food advertisers.

FAMILY CIRCLE

FOR HOMEMAKERS ONLY

Advertising Age

Feature Section

P&G's Morgens Blasts Ad Critics

Creative Man Slaps GE's, Hands

Diamond Discusses Privacy, Publicity

Tyler's Kudos for Top Ads

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Management View . . .

Morgens of Procter & Gamble Decries 'Nonsense About Advertising,' Lists Nine Principles in Reply to Critics

"It is incumbent on all of us to see that plausible, well-intentioned, but misleading philosophies are not allowed to sap the great vigor which advertising injects into our economic system," says Howard J. Morgens, president of Procter & Gamble. "One way to do this is to make sure that advertising is more widely understood." With that in mind, Mr. Morgens, addressing the National Industrial Conference Board's annual marketing conference in New York in September, enumerated nine points which "we at Procter & Gamble regard as some of the most fundamental" in advertising and which he presented to further the understanding of advertising. Mr. Morgens' talk, which performs that function notably, is presented here in its entirety.

Howard Morgens

By Howard J. Morgens

President, Procter & Gamble Co., Cincinnati

I see in the audience a good many friends of mine both from advertising agencies and from companies which use advertising successfully in their business. I'm complimented that you are here, of course. However, it is a rather exacting assignment to speak before a group such as this, which is just as familiar with my subject as I am.

Mr. White did try to build me up a bit by referring to my company as one of the largest advertisers in the United States. That was very nice of him in a way. But in another way I'm not so sure. In these days of antitrust investigations, I can't help having somewhat mixed feelings about such a remark.

As long as the point has been raised, however, I might say just for the record that the National Industrial Conference Board reports that over $11 billion was spent for all advertising last year. The largest advertiser in the country—*whoever* that may be—and *regardless* of the number of different products he had to support—probably spent only about 1% of the total. And, of course, every advertiser competes with all others for the time and attention of the consumer. You can see then that, in reality, I represent a company which has only a very small voice in the total chorus.

■ In thinking about what I might say to you about a subject with which you are all familiar, it seemed to me that the simplest and perhaps the most effective and authoritative thing I could do would be to tell you what we in Procter & Gamble regard as some of *the most fundamental points about advertising*—from a general management point of view.

Our company, as you know, has used advertising for a long time in many different parts of the world. We sell our products in a number of different countries with economies ranging from the fairly primitive all the way up the scale to ours in the United States. We advertise in countries with many different types of governments; with many different laws and public attitudes affecting advertising; and with media and techniques which are not nearly as well developed as ours are here. Perhaps, to some degree, this experience gives us an unusual vantage point to observe certain fundamentals about advertising, quite apart from the vicissitudes which affect it at any given moment here in the United States.

Some of these fundamentals, in our judgment, cannot be repeated too often. They need constant clarification and interpretation. After all, there is a great deal of nonsense about advertising circulating today. Madison Avenue seems to be replacing Wall Street as a whipping boy. The best answer to all this, it seems to me, is to restate certain basic principles concerning it:

1. Advertising Without Good Sales Effort, Product, Price Is Wasteful

First of all, I want to start with *a definition of the kind of advertising I'm talking about.* I'm talking about the advertising of consumer products as distinct from industrial products. More specifically, I'm talking about consumer advertising used in conjunction with well-organized sales efforts and in support of good quality products which are priced right for the market place. When advertising is *not* used in this manner, it is often unproductive and wasteful. When it is used in this way, it can be very efficient and productive.

2. Advertising Is Not Separate Entity, It's Only Part of Total Selling Job

In connection with this definition I would like to make a special point of the fact that *advertising is only a part of the total selling or distribution job.*

Because advertising is so highly visible to the public, there is a disposition to regard it as an entity, separate and complete in itself. It's not.

From a general management point of view, advertising can't be intelligently considered apart from other aspects of selling and distribution. From a public standpoint, advertising alone should not be either praised or damned for its effect on the economy. It is the *combination* of selling functions which provides the motive power.

It is meaningful, therefore, to appraise advertising expenditures mainly *in combination* with other costs of selling and distribution. There is, after all, no *basic* difference between the cost of advertising and the cost of salesmen. Salesmen are needed to get the manufacturer's brands into the retail outlets. Advertising is needed to move them out of those outlets into the hands of the public. The margins required by wholesalers and retailers are also essential parts of the total cost of distribution. Expenditures for all these functions—sales, advertising, wholesaling and retailing—all have the same basic purpose and all are required to sell products to the consumer.

The cost of each of these functions varies greatly between different industries and even between different products in the same industry. Therefore, advertising expenditures alone are not an accurate or complete measure of relative selling costs or relative selling power.

3. Selling Consumer Is Necessary Job; Advertising Is One Way to Do It

Within the over-all distributing effort, *advertising's chief role is that of selling the consumer.* It is essentially a form of salesman to the consumer.

But it is not the only way to do that job. Advertising competes with other ways of selling the consumer and this point should not be overlooked.

In some countries, it competes with bazaars, street markets, peddlers who shout their wares, and the equivalent of old-fashioned pitchmen.

In our country, as one example, it competes with door-to-door salesmen. Don't think they aren't still operating here. One of our major competitors in the toilet goods field, for example, relies mainly on such salesmen for selling its products to the public.

Most importantly, however, advertising competes with private brands owned by large retail organizations which are steadily growing in size. It has been estimated that almost 20% of total grocery sales, for example, is currently in retail owned brands. And, of course, most nonfood items are also subject to retail labeling. Retail owned brands now represent in the United States very important and powerful competition to advertised brands of all kinds.

Occasionally one hears talk of a tax on advertising. If the cost of advertising should be increased disproportionately—through taxation or some other measure—these other methods of selling the consumer would certainly benefit.

However, regardless of the method, this job of selling the consumer must be done in every country and in every type of economy. Since the job must be done, it is naturally desirable to do it as effectively and efficiently as possible.

4. Advertising, for Us, Is Best Way to Sell

We in Procter & Gamble believe that *advertising is the most effective and efficient* way to do it. If we should ever find better methods of selling our type of products to the consumer, we'll leave advertising and turn to these other methods.

There are certain broad basic reasons for advertising's great effectiveness—reasons which go beyond mere dollars and cents calculations. They are fundamental to any appraisal of advertising from a general management point of view and they comprise my next few points:

5. Advertising Creates Markets

Advertising can and does create new markets. It can do this more rapidly, more intensively and less expensively than any other method of selling the consumer.

In our own industry the rise of personal cleanliness has closely paralleled the rise in advertising of soaps and detergents in every country in which we do business. In the United States, the social desirability portrayed by advertising of the daily bath, the daily clean shirt and clean white teeth have produced cleanliness habits which are still relatively new in our society.

This is not to contend, of course, that

advertising *created a desire* for cleanliness where none existed previously. Only small boys have ever contended that it was not desirable. What advertising did was to remind people of something they wanted and to tell them about products that encouraged and facilitated cleanliness.

■ This general point about advertising's ability to create new markets does not need much positive documentation here. In fact, advertising is currently being criticized in some quarters for doing this job too well. It is said to force people to buy products that they do not want. I'd like to digress just a moment in an effort to clear up this misunderstanding.

I'll say categorically that no amount of advertising can force any large number of people to buy things they do not want. Advertising can only create a new market for products which fill a genuine—though often unexpressed or latent—consumer want. In other words, advertising cannot develop a consumer want except where the need or desire previously existed—even though it may have existed in unrecognized or dormant form.

This is more than just semantics. Some people may say that what people are unaware of, they don't want. In the same sense that "ignorance is bliss," that's true. But people certainly won't buy a great many things that they might be made aware of. The basic need or desire must be there to begin with.

■ This is also more than just a theory. Let me illustrate how it works in actual practice:

Before setting out to create a new market for a new type of product, most sophisticated companies go through a process of testing that product with the consumer.

As part of this testing process, a group of people are asked to use the product "blind"—that is, without exposure to advertising, without a brand name, without labels or glamorous packaging. If the consumers so tested respond to the product favorably, if they recognize it immediately as "something they've wanted" or "would like to have"—then the company involved has a chance to develop a new market for it.

On the other hand, if—in the testing process—consumers should not respond favorably to this new type of product *when exposed to it without advertising,* then the surest way to go broke is to spend advertising money trying to create a new market for it.

There may be exceptions to this. However, based on our own experience, it is about 99 44/100% correct!

6. Advertising Lowers Prices

Another fundamental point about advertising is that, properly used, *it does lower costs to the consumer.* This is another point that never seems to be adequately understood.

It is true that advertising does, in itself, add to the cost of a product. However, it also results in savings that—in most instances—are greater than the cost of the advertising. It does this in many ways:

a. *It brings about savings in manufacturing costs.* This is well-known, of course. Advertising helps produce large volume on specific standardized items and this is what makes mass production methods possible.

b. *Advertising also brings about savings in other types of distribution costs.* The high volume which it creates lowers the salesmen's cost per unit. It also means rapid turnover for the retailer, which in turn makes lower retail margins possible—without reducing the dealer's profit on capital invested in inventories or shelf space. In this way advertised brands have helped make the low cost supermarket operation possible. And dealer margins, as I said, are one part of the total cost of distribution.

c. *Advertising also brings about savings in buying, financing and many other business operations.* Properly used, it tends to produce more stable volume week in and week out. Stability of volume results in great efficiencies and economies in practically everything that a company does.

■ Time and again in our own company, we have seen the start of advertising on a new type of product result in savings that are considerably greater than the entire advertising cost. When we consider all types of production costs, all types of distribution costs and all other operating costs, the use of advertising clearly results in lower prices to the public.

Once a mass market has been created for a certain type of product—and once mass production equipment and techniques have been developed for that type of product—it is, of course, possible for someone else to take a free ride for a time by selling the same type of product at a lower cost by not using advertising. However, it would be a great fallacy to go on from there and to infer that all such products would be cheaper if there were no advertising on any of them. In fact, the contrary would be true.

7. Advertising Furthers Product Improvement

Probably the most important point about advertising today, and one that is least understood, is *its role in product improvement.* It plays a tremendous part in the constant upgrading of consumer products.

Advertising cannot sell a poor product. It might induce people to try it once. But it cannot build an enduring business on such a product. That has been proven over and over and over again. In fact, the quickest way to kill a brand that is off in quality is to promote it aggressively. People find out about its poor quality just that much more quickly.

I'll go further. Advertising cannot sell a product for very long in a competitive market if that product stands still quality-wise!

■ Advertising offers a quick, effective way for anyone to tell the world that he has improved his product. Assuming the improvement is genuine, the public is quick to notice it and the return on the advertising expenditure is greatly enhanced. There is a constant struggle, as you know, to make one's marketing dollars work more and more effectively. This struggle acts inevitably as a spur to the development of better and better products.

Research people, of course, are constantly searching for ways to improve the things we buy. But believe me, a great deal of the prodding and pushing and suggestions for those improvements also comes from the advertising end of the business. That's bound to be because the success of a company's advertising is closely tied up with the success of its product development activities.

Furthermore, when a company is confident of its ability to acquaint the public quickly with a product advance, it is more willing to invest dollars in the research which is needed to bring that improvement from the laboratory to the consumer.

In this way, advertising and scientific research have come to work hand-in-glove on a vast and amazingly productive scale. No other form of consumer selling has yet demonstrated this ability to foster product innovation. The direct beneficiary is the consumer, who enjoys an ever-widening selection of better products and services.

8. Advertising Increases Competition

All of these points bring me logically to still another one which is so obvious to us who know advertising that it often goes unexpressed.

It is that *advertising increases competition.*

Many of us here can remember in the 1930s and early 1940s when advertising was frequently criticized in academic and governmental circles for being wasteful, ineffective, and parasitical. One of the purposes for starting the Advertising Council was to demonstrate the effectiveness of advertising to people in government by using it in public service causes.

Today, the pendulum has swung to the other extreme. Advertising is now being criticized for being too effective. It is so effective, we are told, that it may lead to monopoly and restraint of competition.

This criticism is most certainly based on a misunderstanding, because one of the most fundamental characteristics of advertising is that it *forces* one to be competitive.

It seems to me that a recapitulation of what I've already said covers this point. For example—advertising will not work effectively if the product is not fully competitive in quality. This *forces* constant competition through product improvements.

Advertising will not work effectively if the product—quality considered—is not fully competitive in price. This forces constant competition through cost reduction programs.

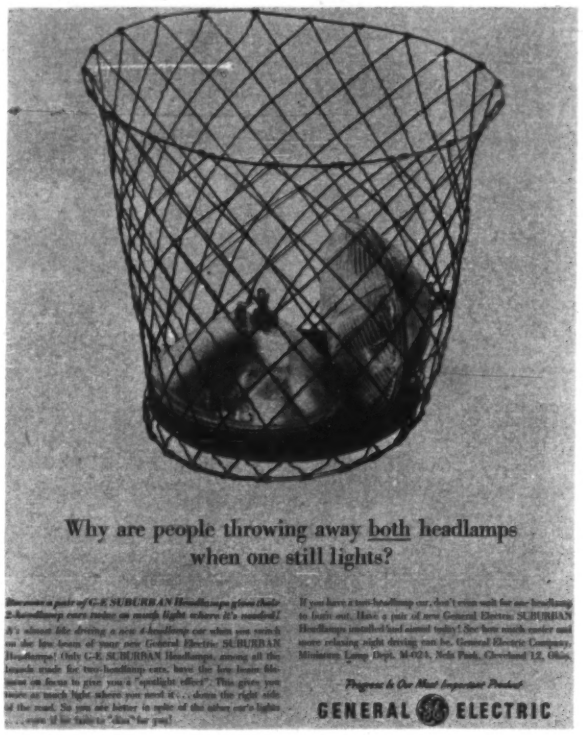
Advertising will not work effectively unless the sales and other distributing functions are on their toes. This *forces* competition through vigorous competitive selling and merchandising.

Any company with a new product idea can, through advertising, tell the world about it in short order. This opportunity spurs competition through the creation of new products. This in turn means that established products must improve in order to live.

The very essence of advertising is that it is an instrument of competition. If one

The Creative Man's Corner . . .

Here's Grist for the Mill



If Vance Packard's new book, "The Waste Makers," goes to a second edition—and we are all too concerned that it will—this GE ad would make superb backing for his central thesis: That American manufacturers are interested primarily in creating the most wasteful possible use of the products they make.

It is completely understandable that GE would urge us to scrap both our headlamps in order to enjoy the improved illumination provided by the new GE lamps. But—*is* this sufficient justification for urging us to discard a still usable lamp? A lamp, undoubtedly when introduced, proclaimed as being the most advanced?

Couldn't an argument have been presented that it would be to a driver's benefit to have the same candlepower in both headlamps? Why must one throw away a still functioning piece of equipment?

Even if Mr. Packard's book had not appeared, we would have resented the suggestion that we squander. GE advertising, by and large, has evidenced so high a degree of interest in the welfare of the consumer, we are honestly shocked at the implications of this message. #

A strong simple selling idea . . . dramatically presented

They say a noisy noise annoys an oyster. To be heard above all the noise advertising makes today, you have to say it simply, say it fast, and say it memorably. We try to put this rule to work in the advertising for...

General Foods Corporation
The Procter & Gamble Company
Pepperell Manufacturing Company
Association of American Railroads
American Express Company
Avco Corporation
The Norwich Pharmacal Company
Carling Brewing Company
Philip Morris, Inc.
Mutual Of New York
H. C. Moores Company
Railway Express Agency, Inc.
International Business Machines Corp.
S. C. Johnson & Son, Inc.
Florida Citrus Commission
Western Union Telegraph Company, Inc.
Kentile, Inc.
Schick Incorporated
Allied Chemical Corporation
Savings Banks Association of the State of N.Y.
Shulton, Inc.
Chemical Bank New York Trust Company

(Clients listed in order of length of service.)

B&B
BENTON & BOWLES, INC.
New York, N. Y.

believes in competition—and we surely do—it is hard not to believe in advertising. To our mind it is completely irrational and certainly contradictory to be *for* competition and *against* advertising.

9. Advertising Doesn't Hinder Schools and Other Wants in 'Public Sector'

The fundamental points about advertising which I have been discussing also help provide *an answer to one of the chief current arguments* against it. That argument goes about as follows, and I'll try to summarize it as fairly as I can:

Advertising is a poor way to allocate a nation's resources. It directs the nation's resources to those consumer wants that can only be satisfied by commercial products and services. Other consumer wants, such as education, hospitals, highways and urban reconstruction—all of which are said to fall in the "public sector"—are thus neglected. Therefore, our economy is not as well balanced as it ought to be.

I am not one to sneer at the proponents of this argument, for they are doing a service in directing attention to one aspect of our economic life that requires a lot of thought. *All of us* are vitally concerned about schools, hospitals, highways and the problems of urban blight. I personally have spent a considerable portion of my time on such matters for many years. I have read the development of this argument sympathetically; I have thought a great deal about it; and I'd like to offer these comments:

a. First of all, it ought to be pointed out that this country *now* has the best schools, the best equipped hospitals, the finest housing and the most extensive highway system in the world. What's more, our rate of providing all these things has been stepped up enormously in the past decade when one considers both private action and governmental action at the local, state and federal levels. I'm not saying that there isn't room for or a need for further improvement. I'm just saying that we should recognize what has been accomplished—and is being accomplished—to keep the picture in proper focus.

b. Secondly, it should be pointed out that these items which are said to fall into the "public sector" have plenty of pressures behind them. If, as is said, advertising tends to put pressure behind commercial products and services, our political system tends to put a great deal of pressure behind the noncommercial items. In fact, much of our political mechanism in this country seems to exist for the purpose of detecting, arousing and satisfying people's wants. Some of our politicians appear to make a career out of telling people what they should want and then offering to get it for them. What's more, the media of the nation are available for this purpose—usually without charge.

I am not implying all this is wrong. I am merely saying that there is a balancing factor to the pressure behind the commercial products. The balance may not be everything that some people think it should be, but by and large the people of this country get *from the government* as well as *from private manufacturers* just about what they want.

c. Once we depart in any substantial way from giving the people the opportunity to decide for themselves what they want, I really do not know who in government or what government procedure is wise enough to "allocate" the nation's resources in the people's best interests.

In the Soviet Union, incidentally, the government put massive sports arenas, subways with crystal chandeliers, and vast and elaborate exhibit buildings for propaganda purposes ahead of housing needs of the people. In Russia also the national government had to issue an edict directing architects to make their buildings less ornate so that they would be less expensive to build and to maintain. The architectural results were not something to be desired. For myself, I'll swallow occasional "tail fins" on automobiles to give free rein to design.

d. Above all, I believe there is room in this country for the full play of private initiative plus whatever is needed for such things as education and medical care. If there isn't room for both—all arguments are off as far as I'm concerned. But I think definitely there is room for both, and I think it is essentially a backward philosophy to argue that private endeavor must be curbed so that the government can "allocate" more of the resources of the nation in the way it thinks is best for the people.

e. Finally, let us recognize that the selling and distribution complex of this country, of which advertising is an essential part, is one of the most ingenious ever contrived by man to give vigor and drive to an economy. Let's recognize also that this vigor and vitality in our economy are what make it possible for us to provide whatever we need to remain the first nation of the world in such matters as education, hospitals, highways, urban renewal, and what have you.

We who know the practical workings of advertising all have a job to do. It is incumbent on all of us to see that plausible, well-intentioned, but misleading philosophies are not allowed to sap the great vigor which advertising injects into our economic system. One way to do this is to make sure that advertising is more widely understood. Indeed, it is too vital a factor in the economic life of this country *not* to be broadly understood. I hope that in some small way my discussion of it this evening will contribute to such an understanding. ≠

What They Were Saying 25 Years Ago . . .

Walter Hanlon, advertising manager, Macfadden Women's Group, discussing the difficulties of advertising censorship in his new book, "Breaking Into Advertising" (AA, Dec. 9, 1935):

"Who is to say when a product is in the public good? Who is to say when the individual has received his money's worth? Who is to judge the pleasure and satisfaction derived by the individual?

"When a soap advertiser deplores 'cosmetic skin,' is he hurting cosmetic advertisers? When a deodorant advertiser claims 'no separate applicator' does he unfairly attack a competing product without this feature? When a gelatine dessert advertises 'Avoid ill-smelling gelatines,' should all other gelatine desserts take offense?"

G. Munro Hubbard, president of Doremus & Co., New York, addressing the Chicago Financial Advertisers in Chicago (AA, Dec. 16, 1935):

"Since banking is not a primary commercial impulse, but only the channel through which that impulse flows, it is unreasonable to expect banking to perform any valuable service in getting us out of the depression until the stream of business itself has begun to flow more freely.

"Therefore, let us direct our attention to the things which are damming up the stream of commerce and remove all possible obstructions to its unimpeded flow, instead of wasting precious time in cursing the dry bed of the stream for not being full of water."

What's Doing on the Legal Front . . .

The Right of Publicity

By Sidney A. Diamond
Member of the New York Bar

The right of publicity is a comparatively new expression in the law. It first appeared in an opinion written by Judge Jerome Frank in 1953. Although it has been involved in only a handful of cases since that time, the right of publicity has been the topic of a considerable amount of discussion in legal circles.

Sidney A. Diamond

The right of publicity can be defined as the right to exploit a person's name or picture for commercial purposes. This sounds as though it might be very much the same as that older and more familiar legal expression, the right of privacy. However, publicity rights and privacy rights are designed for different purposes. As we shall see, the creation of the right of publicity as a new doctrine helps to solve some legal problems in the marketing field that were covered either inadequately or not at all by the concept of the right of privacy.

■ A person's right of privacy keeps him from the unwanted glare of publicity. It was proposed originally for the purpose of protecting individuals against the kind of journalism that published private gossip, as distinguished from real news events. Later, its most practical aspect was to prevent the use of a person's name or picture in advertising without his consent. This feature of the right of privacy explains why it is now standard practice to get written releases even from professional models who pose for advertisements.

It was obvious almost from the beginning that nobody's right of privacy could be guaranteed absolutely. Anyone, no matter now self-effacing, might become the subject of a legitimate news story—by getting involved in an automobile accident, for example. Then there is another class of people who voluntarily give up their privacy rights by deliberately inviting publicity. Chief among these are professional entertainers and athletes, who need and demand publicity to advance their careers.

■ The law developed further as new kinds of situations were presented in actual litigation. Balancing the interests of the public in getting the news and the interests of the private individual who became newsworthy by accident rather than by choice, it was decided that a dramatization of a factual news event would not be permitted without the consent of the individual who was impersonated. The professionals, however, found that courts generally took the position that they had waived their privacy rights by putting themselves in the public eye. An actress, for instance, was unsuccessful in preventing a burlesque theater from displaying her picture outside the lobby; a prize-fighter could get no compensation for the use of his picture on the cover of a magazine; and a football player was unable to halt the use of his photograph on a calendar without his consent.

Of course, nobody could go so far as to use a celebrity's name or picture in an actual advertisement without his consent. But it was somewhat illogical to base a system of paid endorsements, commercial tie-ups and the like on a release of the right of privacy when the personalities involved really had no privacy to protect.

The legal inconsistency was pointed out forcefully by a judge of the highest court of New York state in a case where an animal trainer sued unsuccessfully for invasion of his right of privacy. He was hired to perform his act between halves of a professional football game, and the entire act was televised in spite of the fact that he had specifically withheld permission for television broadcasting. The judge said that this man couldn't really be complaining about any violation of his privacy because he voluntarily performed in front of several thousand spectators at the football stadium; his real complaint was that he had not been compensated properly for the television rights over and above his fee for the live performance. This case was decided in 1952 and it is idle to speculate what the court might have done if the animal trainer had sued for damages on a different legal theory; he did insist on claiming a violation of his right of privacy and the court refused to allow him any compensation at all on that basis because it was completely unrealistic.

■ There is still another deficiency in the concept of the right of privacy as the legal foundation for the commercial exploitation of a celebrity's name or picture. The right of privacy is something that belongs to the individual; therefore, it is only the individual himself who can complain about an unauthorized use of his name or picture. As a practical matter, this means that an advertiser who has purchased exclusive rights is in no position to protect himself against an infringer. If the celebrity refuses to sue (and there might be many reasons why he should), the advertiser would be powerless, because the right of privacy that the infringer is violating belongs to the celebrity, and not to the advertiser.

It was a case of this kind that led to the opinion by Judge Frank in which a right of publicity was recognized for the first time. The litigation was about baseball cards distributed with bubble gum, an item of considerable interest to the consumers of that particular commodity and thus of considerable importance to its manufacturers.

■ One bubble gum company had made exclusive contracts with a number of ball players for the right to use their names, pictures and biographies on cards to be packed with its gum. Photographs of the same players began to appear on the baseball cards distributed with a competing brand of bubble gum. Chewing gum company "A" thereupon brought suit against chewing gum company "B" to enforce its exclusive rights. The baseball players themselves did not join in the action.

The legal situation was recognized as an unusual one, and the complaining company asserted various alternative theories. One of these was that the players had released their rights of privacy exclusively to company "A"; but the court threw that claim out because those rights belonged to the individual players and the chewing gum manufacturer therefore was in no position to enforce them.

■ Judge Frank went on to explain that this really wasn't a case of privacy rights, anyway, for reasons such as those suggested above. Going further, he expressed the view that a celebrity, like a professional baseball player, has a property right in his own name and picture that can be the subject of commercial exploitation. Contrasting this with the privacy that such a personality really doesn't want, Judge Frank called it a right of publicity. That kind of commercial right can be dealt with by means of license

IN LATIN AMERICA...

. . . new schools are sprouting everywhere, in the cities and the countryside. Throughout Latin America there is a growing hunger for learning and a realization that only education can free the people from the tyranny of the past; only education can light the way to a better life. Today, the shining new school bell is a symbol of the growth, the progress and the future of the South American continent.

Latin Americans have a LIFE of their own—LIFE EN ESPAÑOL—in their own spirit, in their own idiom. LIFE EN ESPAÑOL has a circulation of 370,000* in Latin America and more than three million readers each issue. These readers—the great majority leaders in business, government and community life—look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture which is vividly drawn in authoritative, often exclusive articles and photographs.) They are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL.

LIFE EN ESPAÑOL

Rockefeller Center
New York 20, N. Y.

PROMOTING BETTER UNDERSTANDING BETWEEN THE AMERICAS

* And *four* ways of using it. LIFE EN ESPANOL provides four editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean, Mexico, and all but Mexico.

Photographed especially for LIFE EN ESPAÑOL by Peter Anderson.

In Mexico, each bell represents a new school in the crusade for rural education.

agreements, and the court upheld the claim of company "A" which had acquired exclusive rights from the baseball players.

■ Another useful feature of the right of publicity as compared with the right of privacy is the intensely practical matter of damages. There have been cases in which a celebrity's claim for invasion of privacy rights was not dismissed altogether, but the court allowed only the traditional 6¢ damages for wounded feelings. A claim for violation of publicity rights, however, tends to be measured at least by the compensation the celebrity reasonably could have expected if a license had been negotiated with him on normal commercial terms.

An example of this kind of case is the lawsuit that Ben Hogan brought successfully against a book publisher about three years ago. The book in question contained twelve sections, each about a particular well-known golfer. Hogan complained that his name and photographs were being used for commercial purposes without his consent; and that the way in which the book was written, set up and publicized created the impression that he was in some way responsible at least for the ideas in the section devoted to him. The court agreed that Hogan's property right in the commercial exploitation of his name and photograph, his right of publicity, had been invaded and awarded judgment in the sum of $5,000. The evidence in the case showed that Hogan had made about $60,000 in royalties on his own book about golf. It may be mere coincidence, but there were twelve sections in the Barnes book, and Hogan's damages were one-twelfth of his earnings on the earlier book.

The right of publicity, then, is a much more logical basis than the right of privacy for dealing with the commercial values that exist in the names and pictures of celebrities. In addition, analyzing these values as publicity rights rather than privacy rights provides several practical advantages in dealing with the legal problems that inevitably arise in the course of exploiting a personality for commercial purposes. #

On the Merchandising Front . . .

A Tribute to Scott Seed

By E. B. Weiss

For some time, I have been remarking in conversations with business friends and with neighboring gardeners, that I thought the job done in recent years by O. M. Scott & Sons Co. is one of the truly great merchandising jobs of recent times. In particular, I have declared that the Scott spreader was a classic merchandising concept—ditto for its lawn improvement program.

E. B. Weiss

However, it has remained for a good and old friend to put down in black and white the full Scott story. I refer to a series of three articles by Earl Lifshey appearing in *Home Furnishings Daily* Oct. 17, 18, and 19.

I am frequently asked: "What *is* merchandising?" And I regularly answer: "Darned if I know."

But for a *working example* of merchandising—rather than a mere definition—one could do no better than turn to O. M. Scott & Sons Co.

■ As Earl Lifshey relates it, the Scott business started in 1886. But in 1949, Scott was doing a volume of merely $5,400,000. In 1960, Scott's volume will hit close to $38,000,000. That's real growth in a single decade!

I assume, from these figures, that within [illegible] years or so, Scott will hit an annual turnover of $50,000,000. If it arrives at that annual turnover, it will be done in a calm, unhurried way—and with a unique degree of integrity.

■ I could lift additional facts and figures from Earl's [illegible]—but instead I recommend the most sensible procedure of getting those [illegible] articles from *Home Furnishings Daily* if you do, when you read the three articles (total reading time would be about 15 minutes; these are short articles, but long on brilliant concepts and facts) may I suggest that it be borne in mind that it wasn't merely the spreader that helped skyrocket Scott; it wasn't merely a policy of selected distribution; it wasn't merely a policy of maintained prices (which I, for one, do not tend to favor); it wasn't merely its fine advertising, or its splendid laboratories, or its automated machinery, or even its fine products that account for Scott's wonderful success.

It was a degree of integrity that tends to be too rare!

I think this ingredient was also present in the success of Volkswagen—in the success of Yardley—and in some other examples that could be cited. I think it has been notably absent, in recent years, in some of our great domestic auto plants, major appliance and tv plants, and in certain other industries that might be mentioned.

■ I suspect that this ingredient will regain in the coming decade some of the caste it has lost during the boom decade of the 1950s. I don't pretend to know whether the '60s will soar or slither—and I'm sure our economists don't know either! But I suspect that an increasingly sophisticated "shopulation" will lead business to seek higher levels of integrity during the year ahead.

Incidentally, to continue my 12 consecutive years of putting a pox on our economic forecasters I would like to remark that just a couple of weeks ago Ralph J. Cordiner, chairman of General Electric, said at a meeting of top industrialists that; "I don't happen to get greatly excited about the economists—we have a stable full of them and they are wrong as often as they are right. Frankly, I don't think they know much about the business future."

But to return to my subject: I have a hunch, as I stated, that the pendulum, during the '60s, will swing back somewhat to a greater degree of integrity in business.

■ This will come about not so much because business will "get religion"—not at all. It will transpire, in my opinion, for the reason already mentioned—because our "shopulation" is becoming increasingly sophisticated at a fantastic rate—and the little dodges and short cuts that worked so successfully until recently won't function quite so successfully in the coming years. Sophisticated shoppers compel more sophisticated business programs.

And there are few programs more sophisticated, in the true meaning of the word, than a program home-based on intelligent integrity. #

Tyler Picks Ten for October . . .

Unaccustomed Calm and Gentlemanliness of Fall Car Ads Is Big Chance for Alert Copywriter

By William D. Tyler

The year of the de-emphasis of the new-car model change took this column by surprise. Since the memory of man knoweth not, the annual fall announcements have provided the advertising business with its greatest opportunity for Monday morning quarterbacking and all-round contumely. We have lambasted these campaigns for flamboyance, sameness, hyperbole, extravagance, feature flimflam; lack of specifics, image-building, originality — almost every crime in the copywriter's book.

William D. Tyler

Not this year. A sudden calm, an unaccustomed serenity has hit the automotive ad field. Claims are muted, unspectacular, and altogether too gentlemanly. The advertising seems more to be concerned with positioning, than with selling. Like, "In the heart of the low-priced field . . . the classic look . . . quality sets it apart . . . best of both worlds . . . the bigger the compact car field gets, the better we look," and on and on.

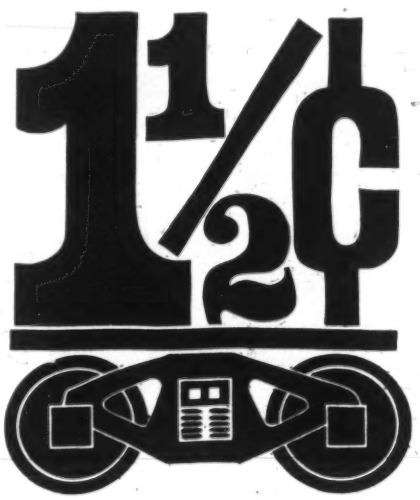
This is very lofty advertising. No one, to date, has said or done anything to make me want to come in and look. Yet, buried in the copy of several advertisers have been mentions of new and interesting features. But none—repeat, none—has been illustrated, dramatized, or really sold. What's wrong with getting so whipped up about some feature, even a gadget, that you get people to come in and take a look? This is a *copywriter's* opportunity. Why doesn't somebody take it? Until one does, on to some ads by some copywriters who did . . .

Assn. of American Railroads

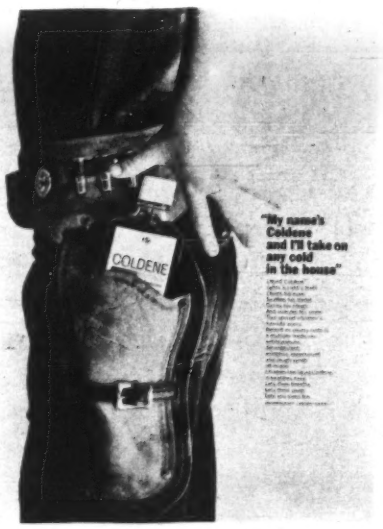
The Little Orphan Annies of the transportation world are asking for a fair competitive break, in their advertising. They give as their reason that the rails are far more valuable to our economy than people realize. This ad does a powerful job of making one point and making it unmistakably. The point: railroads move freight a ton-mile for only 1½¢, trucks for 6¢, planes 24¢. Striking layout by Benton & Bowles' Norm Gorbaty; ad idea, John Jackson's.

Trig Deodorant

The frustrated-bloodhound theme for this male deodorant has been good, but a little contrived, or so it has seemed to me. That is, until this current ad appeared. It is simple, direct, and, to my mind, funny as all get-out. John Bergin and Bill Stone's headline: "Keeps a man so odor-free a bloodhound couldn't find him!" Excellent layout by BBDO's Bill Petti. Poignant artwork by Keith Ward.



Assn. of American Railroads



Pharmacraft Laboratories

Zippo

Bristol-Myers

a new way to go...

and go on a small budget

Pinehurst Offset

Champion's newest, busiest utility offset sheet

THE CHAMPION PAPER AND FIBRE COMPANY, Hamilton, Ohio

go Pinehurst Offset!

Prints, embosses, folds like sheets costing much more!

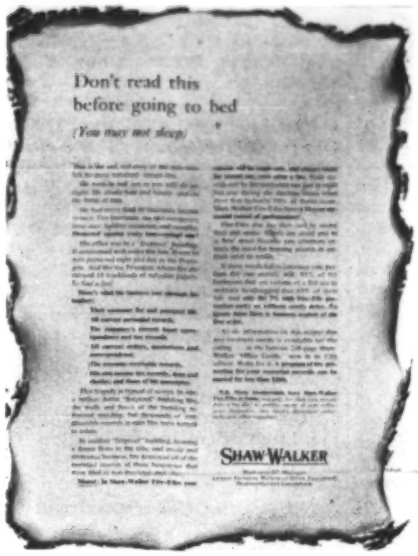
Here's a new way to go on a small budget—new Pinehurst Offset by Champion. Ideal for a wide variety of uses, including travel folders, maps and brochures, new Pinehurst Offset has been quality-tested, quality-controlled to exceed all your requirements for a utility offset sheet. Fold it. Emboss it. Print black and white, duotone, four-color or up to six colors on it at top speeds (up to 7,000 impressions per hour).

Pinehurst Offset's bright white surface assures crisp, clear reproduction, high opacity holds show-through to a minimum. High "pick" resistance and good dimensional stability mean faster press runs—fewer press stops.

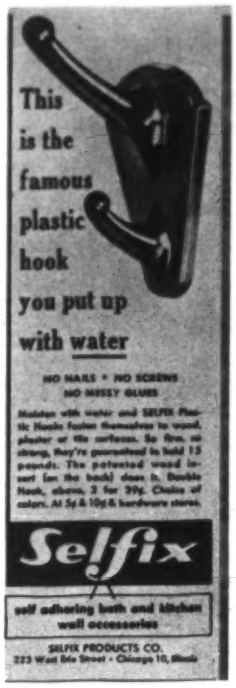
In 50, 60 and 70 lb. basis weights, Pinehurst Offset can be used on sheet- or web-fed equipment. *Go* Pinehurst Offset on your next low-budget job—you'll agree, it's the best economy paper ever to hit your press! Your Champion Paper merchant is the man to see.

THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO

This is PINEHURST OFFSET, 70 lb.



Shaw-Walker



Selfix Products Co.

Maidenform

Revlon

Admiration Nelson Cigars

General Electric

Knox Gelatine

"*Daddy, stop the car! I'm going to be sick!*"

Now you can ride all day — take curves and sway of country driving — stops and starts of city traffic—without getting carsick. Science has developed a remarkable new motion sickness remedy that works in three important ways to halt that uncontrollable urge to be ill.

This tiny new travel tablet is so effective it brings relief to even chronically poor travelers, yet so safe it is recommended for all the family — including the children.

New three-way action works fast to (1) Stop impulses in mid-brain that cause dizziness (2) Suppress the stomach activity that leads to the uncontrollable urge to be ill (3) Lower body's sensitivity to motion.

Tests on 16,920 members of the U. S. Armed Forces proved this amazing formula unsurpassed for nausea-free travel. Further tests showed this new remedy produced virtually none of the drowsiness or depression so often caused by other remedies.

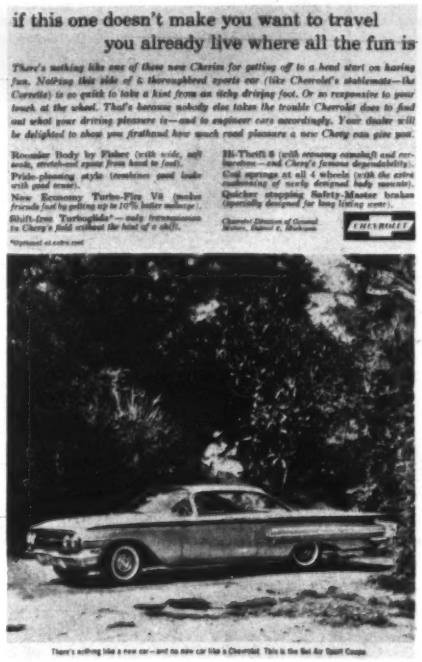
Now you can enjoy a leisurely Sunday drive with your family — or a thousand mile vacation trip—without side-of-road embarrassment.

Free yourself and your family from the miseries of motion sickness on train, plane, car, small boat or ocean liner. For carefree travel anywhere, anytime, for children as well as adults, try this remarkable new remedy called PAXO-MINE™ tablets. So safe, no prescription needed.

Special Offer: Send 25c in coin for a regular 98c bottle of 20 tablets to: Isodine Pharmacal Corp., Department 27, Empire State Building, New York 1, N. Y. (Only one to a family, offer expires Sept. 23, 1960.)

©1960 Isodine Pharmacal Corp., Dover, Del.

Pharmacal Corp.



Chevrolet

Zippo Lighters

This advertiser rolls over and plays dead all year until just before the Christmas season opens. Then he comes up with a blockbuster of an ad. This evidently keeps him well fed and happy until the snow flies again. This year's offering is based on a testimonial entitled, "The amazing story of a Zippo that worked after being taken from the belly of a fish," which not only makes its selling point dramatically, but does so with overtones of Holy Writ. The base of the ad catalogs the line for potential shoppers. George DeCoo of Ogilvy, Benson & Mather wrote it. David Bixby laid it out.

Coldene for Colds

Maybe this ad does nothing more than attract attention and pinpoint it on the brand name and use. But it does its limited job mighty well. The ad is hard to pass by and the headline gag sinks home the name. Good, terse, vernacular copy, too, by Julian Koenig. "Clears his nose. Soothes his throat. Calms his cough. And restores his smile . . . Swallows easy. Lets them breathe. Lets them sleep. Lets you sleep, too." Powerful layout by George Lois. Papert, Koenig, Lois is the agency.

Shaw-Walker Fire-Files

Here's an all-type ad surprinted on a charred paper background. The headline is a stopper: "Don't read this before going to bed (you may not sleep)." Story is of a man who thought his business was fully protected against fire. But when the fire came, he found that no insurance covered the loss of files and records and books. Which leads most naturally into Shaw-Walker's insulated files. Fine ad. Not only an imaginative presentation, but there's a lot of solid meat in the copy. Ken Ward of J. Walter Thompson's Chicago office conceived ad in its entirety.

Admiration Nelson Cigars

An ad designed to fan the flames of a successful introduction was run in New York papers for a new Admiration cigar. It was Mort Heineman's idea to use the cigar band as a wedding ring and headline the ad, "I take thee Nelson . . ." Copy was good, but not unexpected: "Love at first sight . . . made for each other," and such jazz. Strong layout by Joseph Shaw. Heineman, Kleinfeld, Shaw & Joseph is the agency.

Seltix Plastic Hooks

The 80-line supplement ad shown here would have made a wonderful mail-order puller. The headline is designed to make do-it-yourselfers itch to lay their hands on one. As it is, the ad should do a great low-cost job of getting the word around of this new kind of hook "you put up with water." Florence Murdoch's copy explains that a patented wood insert on the back need only be moistened to apply—holds up to 15 pounds. Agency is Earle Ludgin; art director, Charles Starr.

Mobile Maid Dishwasher

You'd have to think hard to find a duller copywriting assignment than an offer of a free home trial. But the old bromide of, "no dull assignments, just dull writers," held true here. Al Hampel of Young & Rubicam took a square headline ("Try this dishwasher for 60 days!") and came up with the most imaginative idea to illustrate it: a housewife in judicial robes alongside the GE dishwasher in the dock. Good copy, too, Example: ". . . washes from the top down *and* from the bottom up. No other dishwasher can do that. Even you can't." Fine layout by Kevin McNally.

Maidenform Bra

Still in the pistol-packin' department is this "wanted" poster. It is an interesting switch on the famous Maidenform "psychological" theme. Employs humor rather than fantasy, a rather dangerous choice when it's women you're after. Barbara Curry's copy follows the poster format: "*Name*: Star Flower. *Last seen*: In stores everywhere. *Reward*: Just wearing it!" Stuff like that, plus descriptive selling copy. Norman, Craig & Kummel's Dick Purdy laid it out.

Headliners

I have a collection here from the past several months. They come from ads whose selling proposition is contained in the headline, and expressed so provocatively as to have high reader interest, besides. For Knox Gelatine's Eat-and-Reduce Plan, Thomas Wood of Charles Hoyt wrote: "How to fill up without filling out." For Chevrolet, Campbell-Ewald's Chuck Felt wrote: "If this one doesn't make you want to travel, you already live where all the fun is!" For a motion-sickness remedy, it's hard to beat, "Daddy, stop the car! I'm going to be sick!" Reach McClinton's Tom Richardson wrote it. And, "Why tell him it's make-up . . . he's convinced it's you!" tells the story of Revlon's Touch-and-Glow. It was Donald Buckley's of Warwick & Legler. #

Lamb Council Buys Radio

The American Lamb Council, Denver, will begin a six-month schedule of weekly participations on "Don McNeill's Breakfast Club" (ABC Radio) next Jan. 5. This is the council's first venture into network radio. Potts-Woodbury, Kansas City, is the agency.

FREE

NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising
278 Seventh St., Garden City, N.Y.

Information for Advertisers

Readership and market analyses of **Automotive Chain Store** and **Brake & Front End Service** have been published by and are available from Babcox Publications, Babcox Bldg., Akron 4, O.

• "What 798 Publishers Think About 'Bingo Cards,'" a survey of publisher reaction to reader request cards, has been published by **Erickson Enterprises.** Requests for copies of the survey, priced at $1 each, should be written on business letterhead to Erickson Enterprises, 78 Fifth Ave., New York 11.

• "Oil & Gas Pipe Line Industry," a market data study containing information on buying practices, expenditures, equipment and an outlook on the industry, has been published by **Pipe Line Industry.** Copies are available from *Pipe Line Industry* Gulf Publishing Co., P.O. Box 2608, Houston.

• A "Catalog of ARF Publications," published by the **Advertising Research Foundation,** annotates and categorizes all publication offered to ARF members from 1952 to date. The 178 items listed in the catalog are arranged by type of publication. Copies of the catalog are available from the Advertising Research Foundation, 3 E. 54th St., New York 22.

• The 4th edition of the "Guide to American Directories," has been published by **B. Klein & Co.,** New York. The guide contains information on more than 2,300 U.S. directories and covers more than 250 categories from accounting to zoos. Priced at $20 per copy, the guide is available from B. Klein & Co., 27 E. 22nd St., New York.

• **Bardeen Press** has published its 1960 edition of "Standard Metal Directory," the 17th edition of this reference to the ferrous and non-ferrous metal industries. The directory is divided into four parts—iron and steel works, ferrous and non-ferrous metal foundries, rolling mills and smelters, and refiners of non-ferrous metals. Priced at $15 per copy, the directory may be obtained from Bardeen Press, 425 W. 25th St., New York.

• The fifth annual "Consumer Inventory" on the top ten brands has been published by the **Houston Post.** Additional information on the inventory, which includes characteristics of the population surveyed and of the head of the household, may be obtained from the *Houston Post,* Houston.

• "The Executive's Guide to Tag Buying," a 20-page illustrated booklet, has been published by **Tag Manufacturers Institute.** Included in the booklet are chapters on how to select a tag manufacturer, how to purchase system tags and how to plan and purchase informative product tags. Priced at 35¢ per copy, three copies for $1, postpaid, the booklet may be obtained from Tag Manufacturers Institute, 145 E. 32nd St., New York 16.

• "Plant, Equipment & Materials Handling Facilities of 373 Subscribers," has been published by **Wood & Wood Products.** The 32-page report covers ownership, use, actual and planned purchases among these representative subscribers in all segments of the industry, including lumber, plywood, furniture and other wood products, and gives information on type of operation, location, size and other characteristics. Copies of the study are available upon request on company letterheads, from Market Research Department, *Wood & Wood Products,* 59 E. Monroe St., Chicago 3.

• "Arizona: Its People & Resources," a 378-page illustrated book containing the story of Arizona's history, resources, government, economy and cultures, will be published this week by the University of Arizona Press. Available from bookstores or directly from the University of Arizona Press, Tucson, the book will sell for $6.50. A gift-box edition will be available at $7.50.

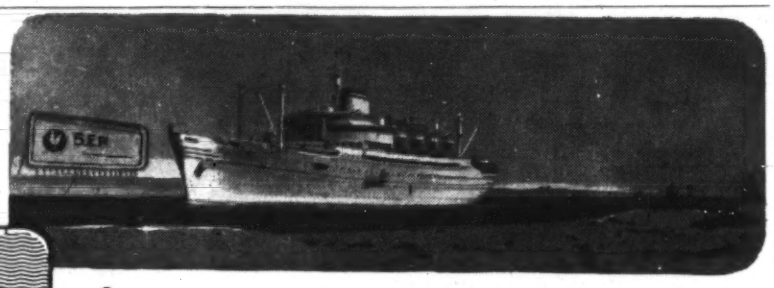
• **Luce Press Clipping Bureau,** Topeka, has published the 1961 edition of its "Daily & Weekly Newspaper List" and its "Trade & Consumer Magazine List." The newspaper list is broken down by geographical area and the magazine list is broken down by category of publication. The lists may be obtained from Luce Press Clipping Bureau, French Bldg., Topeka, Kan.

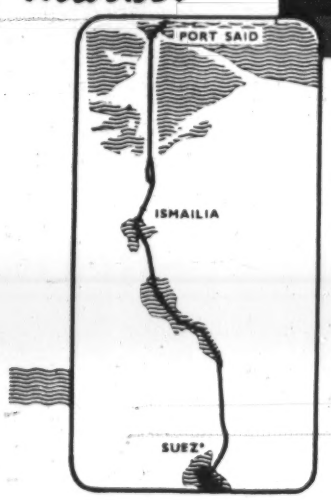
• The 1960 edition of the "Directory of Associations of Businessmen," has been published by the **Department of Commerce,** Washington. The directory, which is indexed according to area of specialty, provides information about number of members, size of staff, name and title of chief executive, year organized and mailing address. The directory, priced at 50¢ per copy, which will be available early this month, may be obtained from Commerce Department field offices or the two Government Printing Offices in Washington. #

Thrift Drug to Price

Thrift Drug Co., Pittsburgh, has named Price & Price to handle all advertising and pr. Thrift operates drug stores in Pennsylvania, New Jersey, Ohio, Kentucky and West Virginia.

The World is your Market





Now... with this UNIQUE ADVERTISING MEDIA you can easily reach every market

SUEZ CANAL ADVERTISING PANELS

Another SEP (Société Egyptienne de Publicité) Media
Only a limited number of panels (about 100) is available for all International Advertisers

For details, rates and data apply to the Sole representatives for U.K., U.S.A. & Switzerland
FOUAD & BASHANFER INTERNATIONAL
47, Ramses Street, Cairo/U.A.R.
President, Mr. Ahmed Fouad, will be in USA in November - c/o Moritz Hotel, 59th Street, NEW YORK.

SAN DIEGO CALIFORNIA BUYS MORE!

this one man makes **88%** *of the buying decisions in hotels and motor hotels*

The sales and profit-minded hotel manager is the man you must reach if you are going to sell your product or service to the hotel and motor hotel market. He, and he alone, personally makes 88% of all decisions on purchasing, specifying, brand preference and resource selection. The remaining 12% is delegated. Reach all of these important men consistently and at low cost through the **one** hotel magazine designed especially for them.

call any of our 5 offices

The HOTEL Monthly BPA

a Clissold Businesspaper 105 W. ADAMS ST. • CHICAGO 3, ILL. • ANdover 3-1800

FOR TOWN HOTELS • HIGHWAY & MOTOR HOTELS • RESORT HOTELS

NEW YORK 36 — 500 Fifth Avenue — LO 4-2233
WASHINGTON 4, D. C. — 1319 F Street, N.W. — ME 8-6707
LOS ANGELES 57 — The Maurice A. Kimball Co., Inc. — 2550 Beverly Blvd. • DU 8-6178
SAN FRANCISCO 5 — The Maurice A. Kimball Co., Inc. — 681 Market Street • EX 2-3365

Pilot Sets Stereo Drive

Pilot Radio Corp., New York, kicked off a major ad campaign Nov. 13 for its 1961 stereophonic console lines. The schedule calls for large-space b&w ads in Sunday supplements in 12 markets—New York, Los Angeles, San Francisco, St. Louis, Cleveland, Houston, Boston, Chicago, Minneapolis, Denver, Detroit and Washington, D.C. The campaign will run through Dec. 31 and will pick up again about mid-January in additional markets. Smith/Greenland Co. is the agency.

Doerr Joins Curtis Publishing

Ralph Doerr, formerly with Meredith Publishing Co., Des Moines, has joined the Detroit staff of Curtis Publishing Co. as advertising sales representative of *The Saturday Evening Post*.

Flying Tiger Promotes Penrod

Dode Penrod has been named advertising manager of Flying Tiger Line, Burbank, Cal. She has been a member of the company's public relations staff since 1952.

Sani Rossini St. Thomas Theodoli Viscusi

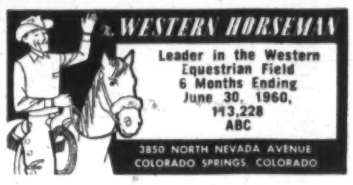
THE ALITALIA TEAM—*Attending an International Advertising Assn. meeting in New York is the quintet largely responsible for Alitalia Italian airline advertising, currently running in soft-sell version in 12 consumer magazines and in hard-sell form in 30 newspapers. Joseph St. Thomas, who is in charge of advertising at Alitalia, is flanked by Giancarlo Rossini and Filippo Theodoli of Gardner Advertising and I. Viscusi and P. Sani of Alitalia's pr and sales staffs.*

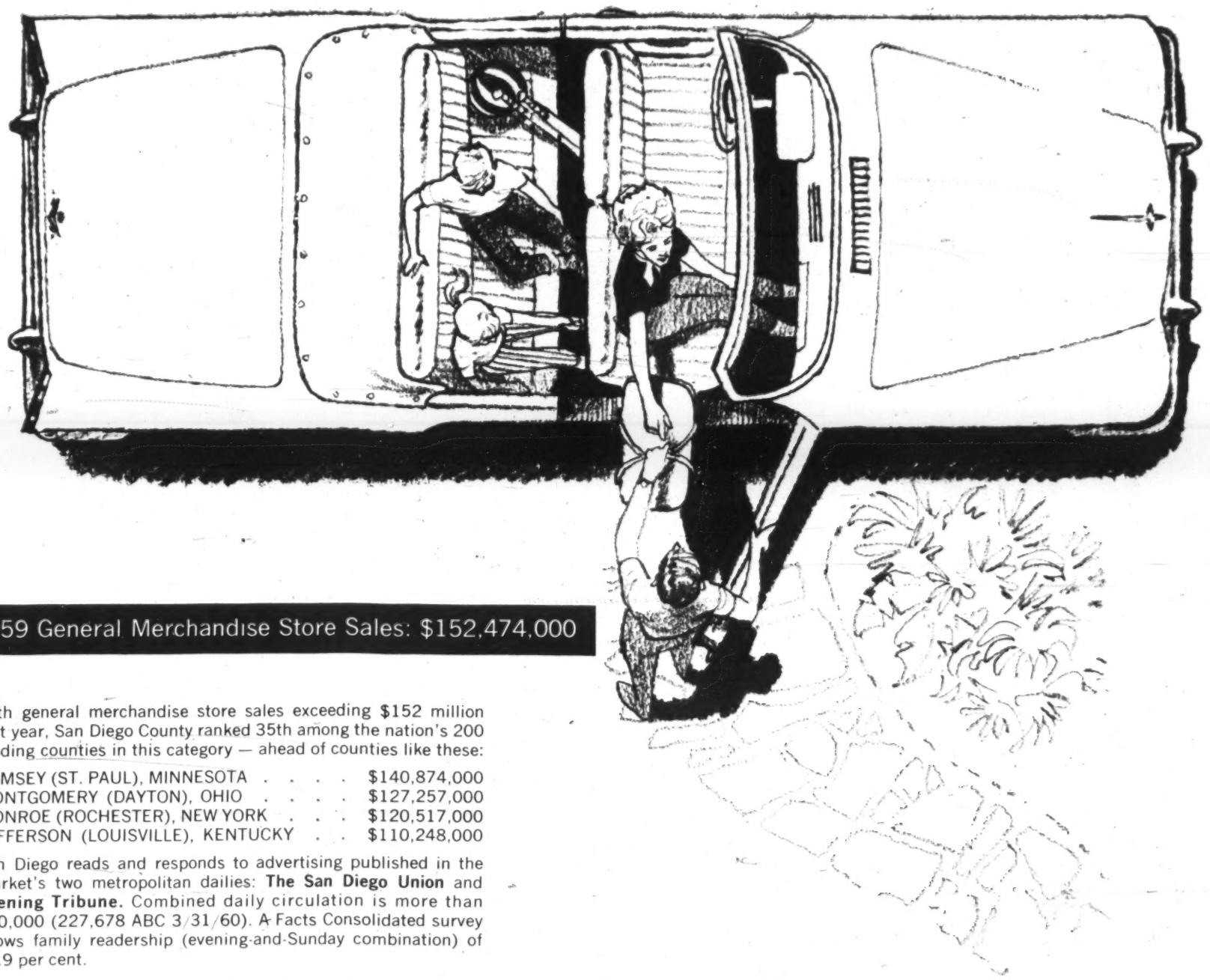
Five Dailies Boost Price

The *Evening News*, Bridgeton, N.J., the *Press*, Bristol, Conn., and the *Herald*, New Britain, Conn., all have boosted prices of daily editions from 5¢ to 7¢. Two Hartford dailies, the *Courant* and the *Times*, also recently increased prices similarly.

Spencer to Lambert & Feasley

Lambert & Feasley, New York, has appointed Robert H. Spencer as account supervisor on the Warner-Chilcott account. He was formerly with Ted Bates & Co. as account supervisor for Wallace Laboratories.





1959 General Merchandise Store Sales: $152,474,000

With general merchandise store sales exceeding $152 million last year, San Diego County ranked 35th among the nation's 200 leading counties in this category — ahead of counties like these:

RAMSEY (ST. PAUL), MINNESOTA	$140,874,000
MONTGOMERY (DAYTON), OHIO	$127,257,000
MONROE (ROCHESTER), NEW YORK . . .	$120,517,000
JEFFERSON (LOUISVILLE), KENTUCKY . .	$110,248,000

San Diego reads and responds to advertising published in the market's two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation is more than 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership (evening-and-Sunday combination) of 86.9 per cent.

SALES ESTIMATES COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.
(NELSON ROBERTS & ASSOCIATES, INC.)

Meet the people at Animation, Inc. Bob Sage, there, is Production Manager. The charming lady is Miss Helen Hansen, Production Supervisor. Bob and Helen are watching their favorite TV show.

animation inc. 736 N. SEWARD STREET • HOLLYWOOD 38, CALIF.
CHICAGO • DETROIT • SAN FRANCISCO • NEW YORK

Motley Kintner Willis

AT THE GMA—*The Grocery Manufacturers of America were deeply involved in the subject of advertising at their recent annual meeting (AA, Oct. 31). Among the participants were Arthur H. (Red) Motley, head of Parade Publications; Federal Trade Commission Chairman Earl W. Kintner, speakers at the meeting; and Paul Willis, president of the GMA.*

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are trademarks, too!

As this helmet identifies the fireman, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*DACRON and ORLON are our registered trademarks. When you use them: *Distinguish them*—Capitalize and use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Associate them with their generic terms—for DACRON the generic term is polyester fiber, for ORLON the generic term is acrylic fiber. *Designate them*—As Du Pont's trademark for its polyester (acrylic) fiber in a footnote or otherwise.

Coming Conventions

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotels Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference. Sheraton-West Hotel.

Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, New York.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

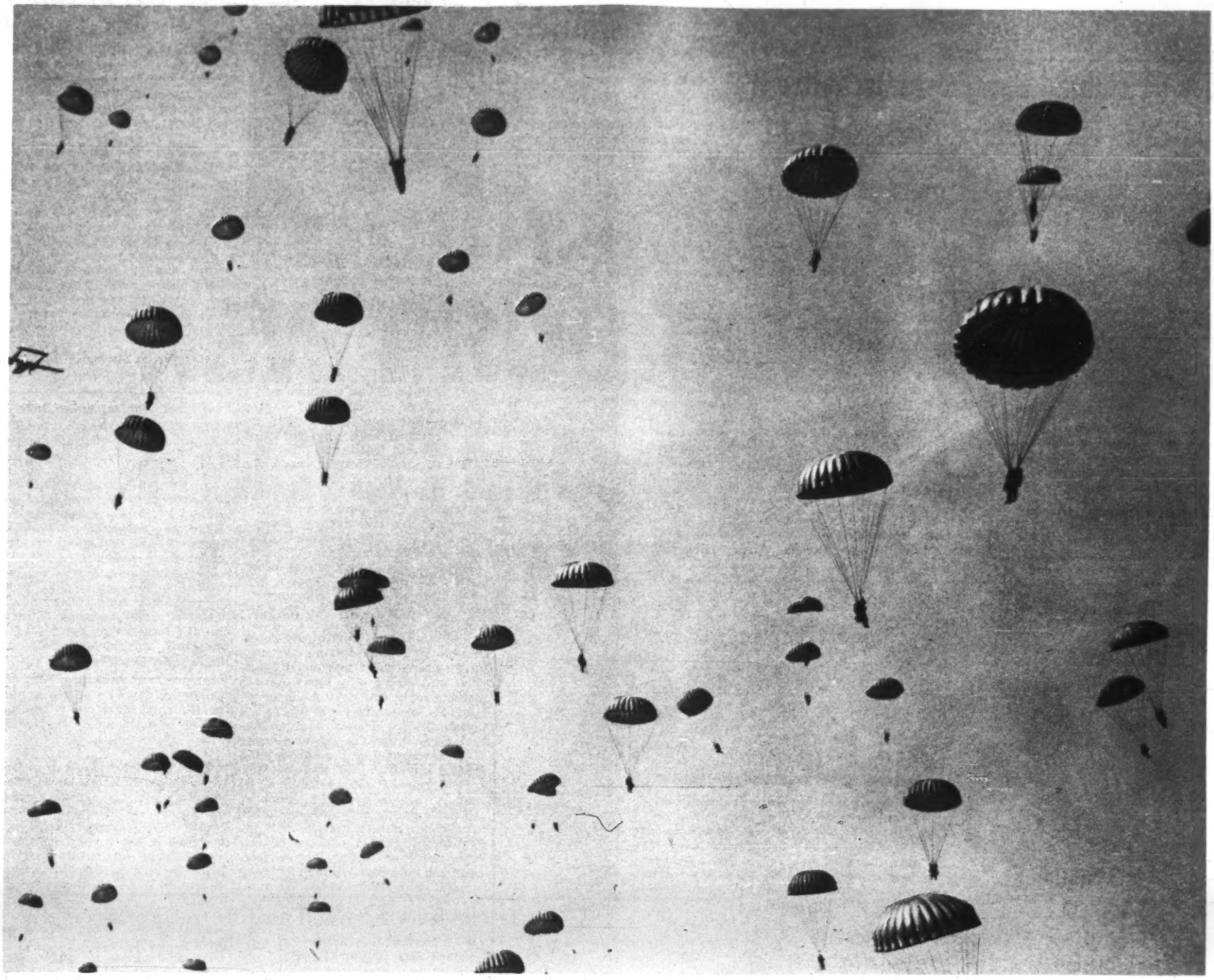
Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Chivas Regal in Drive

Chivas Regal, 12-year-old scotch whisky, will be promoted in a holiday campaign beginning this month in magazines and newspapers. Four-color spreads are scheduled by General Wine & Spirits Co., the U.S. distributor, in *Fortune, The New Yorker, Newsweek, Sports Illustrated, Town & Country* and *U.S. News & World Report*. A second series of spreads is timed for the New Year holiday. Newspaper campaigns in major markets will run concurrently. Young & Rubicam is the agency.

Shupert Leaves MGM-TV

George Shupert has resigned as vp in charge of MGM-TV, New York, tv film producer and distributor, because of "differing opinions on policy," MGM-TV announced. John B. Burns, formerly national sales manager of the company, was promoted to general sales manager. Mr. Shupert did not announce his future plans.



Concentrated COVERAGE where it counts...

Today more and more advertisers want concentrated coverage of outstanding marketing areas where buying power is greatest. This trend away from broad-thin national coverage is pointed out by mounting newspaper advertising lineage, increase in newspaper distributed magazines, regional magazine editions, spot broadcasting commercials, etc.

Along with this major marketing development, the First 3 markets of New York, Chicago and Philadelphia are widely recognized as the vital pivotal markets around which a successful National Marketing Campaign must be built.

It is equally apparent that within these 3 top markets — which account for 19% of total U. S. Effective Buying Income — FIRST 3 MARKETS GROUP is the medium that provides the essential dominant advertising impact. *There is no substitute* for FIRST 3's 55% COVERAGE of all families to anchor your national campaign and favorably influence customers by the millions.

In addition to the key markets of New York, Chicago and Philadelphia, FIRST 3's "Sunday Punch" circulation of over 5,600,000 reaches over half the families in 1,137 cities and towns, which produce one fourth of total U. S. Retail Sales.

To make your advertising sell *more* where *more* is sold ... it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

The Old Pro Looks 'Em Over . . .

75% of Filmed Commercials 'Affront' Godfrey; He Prefers Personal Sell

By Maurine Christopher

NEW YORK, Nov. 8—Arthur Godfrey, the man many consider to be the greatest broadcast salesman in history, doesn't think highly of today's tv commercials.

"I don't see how 75% of those filmed commercials sell anything," Mr. Godfrey said last week in an interview. "Me, they only confuse. They're such an affront to my intelligence. But there's no arguing with statistics, they must be doing something."

Mr. Godfrey, who was filling eight hours of CBS radio and tv time weekly when he left the air for a cancer operation in April, 1959, has never resumed his heavy on-the-air schedule, though he says he is working harder than ever now in an effort to make his daily 55-minute radio program entertaining. The programs are taped so the "dull, nothing parts" can be cut out.

■ This fall he returned to tv as a regular; his assignment is to host the revived "Candid Camera" series. The initial multi-city rating returns show this half hour to be one of the hits of the new video season.

We asked why "Candid Camera" is not making use of the sales talents of its host. He explained that the show is not his and that it is set up for three one-minute film commercials—a commercial format that does not fit his style.

"It takes me a half a minute to say hello. Rehearsed, well-written commercials are not for me. Any number of people are better at reading that stuff," he said.

■ Unlike many stars, who tend to consider selling beneath them, Mr. Godfrey obviously is very proud of his sales achievements. "I was a salesman before I was an entertainer," he said. "If I had had to depend on my ability as an entertainer to eat, I would have been pretty hungry. My great worth to a client is as a salesman, not as an entertainer."

During 32 years that saw him climb from local radio wakeup man to the biggest billings attraction in the network business, the redhead has sold practically every product category available to radio and tv.

■ Over the years, Mr. Godfrey said, he has rejected a half dozen or so advertisers—among them insurance companies—but the now mellow, diplomatic entertainer, who formerly made headlines with his battles with the press and his differences with on- and off-stage employes, chose not to name any of the rejected sponsors. "Why get myself in a jam?"

He did say he gave up Chesterfield—a "fine company and a fine product"—in the early 1950s when he could no longer smoke cigarets without feeling ill. The former Chesterfield salesman now smokes cigars.

Arthur Godfrey

■ What is Godfrey's secret?

"I believe in my product and I give my people credit for having brains of their own. I am on the side of the listener and I imagine how I would feel in his place."

Mr. Godfrey, or the women on his staff or in his family—in the case of distaff products—test the products. This, plus a fact sheet provided by the agency, enables him to talk with assurance. Over the years his fans have obviously put great store in a Godfrey product recommendation. And, as his followers know, the commercials are strictly ad lib.

■ "I established part of my reputation by poking fun at the carefully prepared scripts of ad agencies and at the silly ideas used to trick people into trying the product. My imitators made fun of the product. But I never razzed the product—it was the guy who wrote the commercial or the agency man that I was after," he said.

But now, it was explained, he can no longer use that technique to get a laugh. It is obvious to the American public that he is "solvent," with an income far beyond the range of agency copywriters and network vps. Audiences don't laugh when Godfrey, the big money maker, razzes people beneath him on the income scale.

■ Otherwise, the Godfrey sales approach has remained pretty consistent over the years. "I tell people the merits of the product," he said. "When I need jingles, props and busty dames to help me, I'll quit this business. . . I won't take singing commercials on my radio show. . . They're singing about everything including constipation, hoping the audience will whistle the tune and remember the product. . . A client that wants to do that kind of advertising doesn't need me."

■ Doesn't he feel hypocritical and insincere pushing Tetley tea as the best tea after years of telling "his people" that Lipton was best?

"Hell, no," he said. "Lipton is a good product, so is Tetley. As far as I'm concerned it's superior. But I didn't know about it for the 12 years I was on Lipton. . . I've had to get people away from thinking that Lipton tea was one word. . . . it's a great challenge trying to switch people from Lipton to Tetley."

Tetley sales figures—"way, way up" since the tea company started pouring most of its ad budget into the Godfrey radio show—indicate that he is succeeding, Mr. Godfrey said.

■ Tetley's fellow sponsors on Godfrey's radio show are Bromo-Seltzer ("My job is to convince people it's not just for a hangover"); Sylvania ("They bought three times as much after a study, showing that Godfrey was selling most listeners on getting a Sylvania tv replacement tube if they needed a new tube"); Coats & Clark; Clairol; General Foods' Dezerta; Hartz Mountain pet food; Underwood food; and Puritron.

At the moment, the Godfrey broadcast, which used to have a waiting list of sponsors, is only about half sold. In answer to the obvious question, Mr. Godfrey left the impression that he considers "half sold" pretty good for network radio in these days.

■ He said advertisers and agencies, which base their decisions on cost per thousand and ratings, are not "hep to the fact that radio is more powerful than it ever was." Buyers, he suggested, overlook two very important facts:

1. It's impossible to measure the size of the radio audience. Not fully counted is the number listening to all the sets in homes, cars and out of homes, with more and more sets being sold all the time.

2. Radio still is setting great sales records, as witnessed by testimonials from current sponsors of the Godfrey show.

■ The problem, Mr. Godfrey said, "is to get people to give us a trial." Radio, he lamented, gets no boost from newspapers, which devote all their broadcast space to television; none from magazines; none from tv; and not too much promotion from broadcasters themselves. "We just have to pull up by our own boot straps." #

Two That Displease Godfrey

When Mr. Godfrey talked of commercials that are an "affront to the intelligence," he mentioned two specifically.

In a sarcastic tone, he sang part of the lyrics to Philip Morris' new jingle for its Commander brand: "Have a Commander. Welcome Aboard." Then he added: "Doesn't that make you sick?"

His other example was the beer company (Rheingold) that uses a clever popular song ("Let's do it") to get across its message. "I might one day have asked for a glass of that stuff, but not after that radio jingle," Mr. Godfrey said.

FCC Approves KJNO Sale

The Federal Communications Commission has approved the purchase of KJNO, Juneau radio station, by J. Chester Gordon, president of KBYR, Anchorage, and KFRB, Fairbanks. Present owner of KJNO is listed as Baranof Broadcasters Inc., Juneau.

SELL YOUR CLIENTS PUBLICITY!
WE'LL DO IT FOR YOU!
Your Client Pays Only For Results . . . No Fees Or Retainer.
MORRIS L. ROTH PUBLIC RELATIONS
510 No. Dearborn, Chicago
WHitehall 4-6998

How important is the 2nd?

Just as important as one's 2nd shoe is Michigan's 2nd TV market . . . that rich industrial outstate area made up of LANSING-FLINT-JACKSON and 20 populous cities . . . 3,000,000 potential customers . . . 684,200 TV homes (ARB March '60) . . . served exclusively by WJIM-TV for 10 years.

WJIM-TV
BASIC CBS
Strategically located to exclusively serve LANSING . . . FLINT . . . JACKSON
Covering the nation's 37th market. Represented by Blair TV. WJIM Radio by MASLA

Now—EASTERN'S Flying Freighters offer

OVERNIGHT DELIVERY

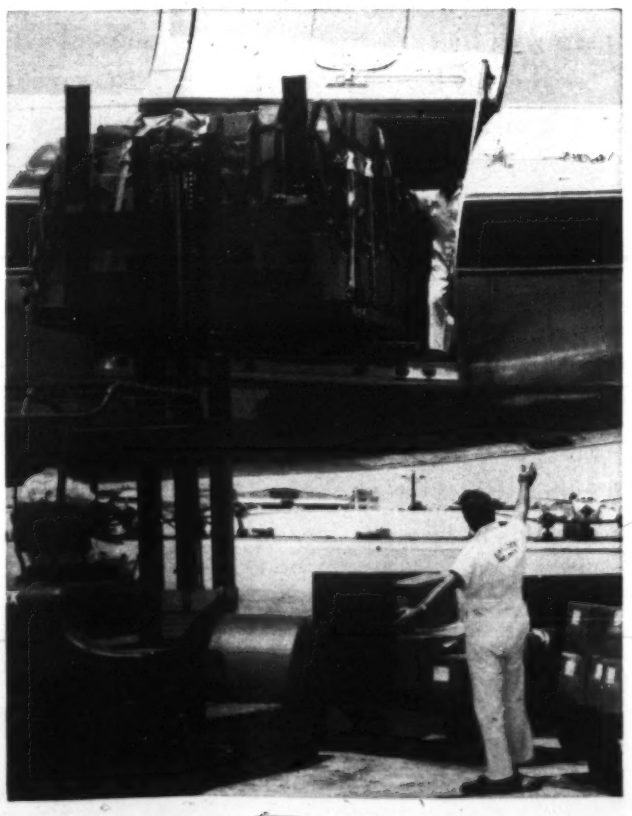
New York—Miami—San Juan
New York—Atlanta—New Orleans—Mobile—Houston
Chicago—Atlanta—Miami—San Juan

- Reserved space on every Freighter flight.
- Pressurized and temperature-controlled.
- Flights daily except Saturday and Sunday nights.
- Pickup and delivery service available.

In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES



Here's why...

AMERICAN WEEKLY'S NEW PROGRAM REGISTERS ON ALL FRONTS

Greater efficiency in "A" Markets*

85% of American Weekly's circulation now delivered in the "A" Markets and contiguous counties . . . 61% directly in the "A" Markets.

Regional opportunities hailed by advertisers

TEXAS EDITION, with the largest circulation in the state, concentrates in markets doing 65.7% of Texas Metropolitan Retail Sales.

PACIFIC COAST EDITION, 1,846,999 copies strong, dominates the five Metropolitan Markets accounting for 73.6% of Metropolitan Retail Sales in the three Pacific Coast states.

New additions in growth areas

Since announcing its move toward greater Sunday magazine efficiency, American Weekly has added two new distributing newspapers in growth areas . . . the Fort Worth Press (included in the new Texas Edition) and the Waterbury Republican.

American Weekly's research pinpoints opportunities

"Different People . . . Different Brands" gives the food industry its first analysis comparing sales in supermarkets serving white collar families with supermarkets serving industrial families.

"7th Annual Marketing Guide of the Retail Grocery Trade" provides advertisers with vital data on supermarket, chain store, and grocery store sales for each and every county in the U. S.

Nielsen definition...markets with central cities of 500,000 or more population ...updated to 1/1/60 estimates of Sales Management.

OUR 65TH YEAR

The American Weekly

Sells the most . . . for the least . . . where the most is sold . . .

Along the Media Path

The **Chicago Tribune** published a 56-page "Books for Children" supplement Nov. 6. The supplement provided a comprehensive guide to reading matter for children of all ages and tastes.

• A comprehensive market and media data file describing and evaluating the functions and influence of electrical engineers in industry and incorporating detailed information about **Electrical Engineering**, has been published by its publisher, American Institute of Electrical Engineers. The file includes information and evaluations on editorial matter and policies, circulation, readership, market role of electrical engineers, advertising and production regulations and policies, and media preference studies. It is available from the advertising department, American Institute of Electrical Engineers, 33 W. 39th St., New York 18.

• An "Election Blue Extra," 16 pages covering the election results and significance, was issued by **Newsweek** within a day after the election. The project involved an 84,000 lb. airlift, dispatched through the Air Express division of Railway Express Agency, to 800 points in the U.S. and Canada.

• **WBZ-TV**, Boston, has been presented the New England Theater Conference annual award for "creative programming in bringing to the New England area the great works of world dramatic literature through 'The Play of the Week.'"

• In order to encourage the practice of having groups of school children paint Halloween scenes on retailers' windows, **WIP**, Philadelphia, offered free advertising to merchants and cash prizes to the artists. The winning window received $500 in WIP advertising for the merchant and $50 in cash to the artist. Only stipulation was that the letters WIP appear somewhere on the window.

• The American Assn. of Nurserymen has presented the **Miami News** with one of its 12 Plant America industrial awards for its extensive and effective beautification of its new building. The *News* was the only newspaper so honored in this nationwide competition.

Chanette Burns Powell Lawrence Coleman

WINNERS—*Showing off some of the door prizes won at one of the WINS, New York, series of events held for agency personnel at Tavern-on-the-Green, are Barbara Chanette, Doherty, Clifford, Steers & Shenfield; Stan Z. Burns, WINS; Betty Powell, Geyer, Morey, Madden & Ballard; Bob Lawrence, Pitney-Bowes; and Marie Coleman, Donahue & Coe.*

• **Successful Farming** ran a seven-page insert in the Nov. 7 issue of **Croplife**, marking the largest advertisement in the history of *Croplife*.

• Effective buying income, total retail sales, food sales, apparel sales, drug sales, automotive sales, and general merchandise sales of the Houston area are included in a market study, published by and available from the **Houston Post**, Houston.

• The **New Haven Register** has increased the price of its Sunday edition from 20¢ to 25¢.

• A record crowd of 80,000 attended the third annual Grand Prix for Sports Cars, held at Riverside, Cal., Oct. 16, sponsored by the **Times-Mirror Co.**, publishers of the *Los Angeles Times* and the *Los Angeles Mirror*. The 203-mile race was sanctioned by the U. S. Auto Club and was declared an international event by the Federation Internationale del'Automobile. It was staged with the cooperation of the California Sports Car Club and the Sports Car Club of America.

• The "Third National Study of *Sports Illustrated* Subscriber Households" has been published by **Sports Illustrated.** The survey contains data on the occupation of heads of households, household income, home ownership, ownership of sporting goods, car ownership, travel and insurance. Additional information may be obtained from David L. McCoubrey, market research director, *Sports Illustrated*, Time & Life Bldg., New York 20.

• "The Esquire Subscribers Leisure Activities" has been published by **Esquire.** Conducted by Erdos & Morgan in consultation with the Advertising Research Foundation, the study covers sports participation and ownership of sporting goods, ownership of boating equipment, club membership, hobbies, home entertainment and wine use, ownership of photographic equipment and musical equipment, and overseas travel. Copies of the study are available from Advertising Research Foundation, 3 E. 54th St., New York 22.

• **WRDW-TV**, Augusta, Ga., is sponsoring a "Mental Golf" contest for agency personnel to indoctrinate them with the potentials of **WRDW-TV** and its market area. Contestants receive an official "scoreboard" containing 12 questions about the station and its coverage area. Answers may be found in a fact booklet and rate card furnished by WRDW-TV. A final "tie-breaker" question at the end asked the contestant to guess the exact day and time the station will go full power in November. Winner of the contest will receive a four-door Valiant sedan.

• American Heart Assn. presented **KMOX**, St. Louis, a 1960 Howard W. Blakeslee Award for its public affairs program, "A New Life for Larry," which dramatized an open heart operation on a five-year-old boy.

• **WRVA**, Richmond, Va., celebrated its 35th anniversary on Nov. 2 with a special 30-minute program which recreated parts of the radio station's original broadcast, on Nov. 2, 1925.

• A new approach to group travel will be introduced next year, when **Playboy** launches the first of its Playboy Tours, a new subsidiary of the national men's magazine. Playboy Tours initially will feature tours to Europe, the Caribbean, Mexico and the Pacific. The escorted tours will be sold and promoted exclusively through recognized travel agents.

• **Ebony** celebrated its 15th anniversary with a 172-page November issue. Three employes put out the first issue in 1945; it had no advertising and involved a run of 25,000 copies. The anniversary issue had a printing of more than 800,000 copies, put out by a staff of 200.

KEY TO THE CITY—*Detroit Mayor Louis Miriani (left) presents A. Edward Miller, publisher of McCall's, with the key to the city of Detroit, following a performance of the magazine's new sales presentation, "Pages that Sell," to agency executives in Detroit.*

• Marjorie Corwin, sales secretary in the San Francisco office of Peters, Griffin, Woodward office, won first place in a Color Bozo the Clown contest sponsored by **KRON-TV**, San Francisco.

• All four 1960 Nobel Prizes in science were awarded to scientists who have written for **Scientific American** about the work for which each received his prize, bringing the total number of *Scientific American* authors who have received this award to 23.

• In celebration of the 35th anniversary of **WBAL**, Baltimore, Gov. J. Millard Tawes, proclaimed Nov. 2 as WBAL Day in Maryland.

• **Department of New Laurels:**
Armed Forces Management had gross advertising billing of $132,316 for the first nine months of 1960, a 35.7% increase over the same period in 1959.

Advertising revenue for **The Saturday Evening Post** for the first nine months of 1960 reached a record high of $75,956,105, a gain of $9,242,028 over the comparable 1959 period.

Advertising linage in **Seventeen** for 1960 will total 982,025, compared to 916,688 in 1959.

Advertising billing for **Esquire** in 1960 will come to $7,900,000, an 11% increase over 1959. #

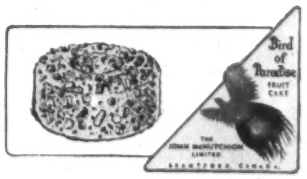
Stickin' around WITH kleen-stik®

IDEA NO. 181

K-S Boosts Freedomland

Newest (*and biggest*) entry in the entertainment field is "**Freedomland, U.S.A.**"—fabulous 205-acre outdoor park in Bronx, N.Y. Themed on the saga of America, it's shaped and contoured like a miniature U.S.A., and offers historical exhibits, thrill rides, other attractions. Scored *terrific* public notice . . . and building more by use of **Kleen-Stik Bumper Strips.** These pint-size "rolling billboards" apply with a simple peel-and-press, and stick thru rain, snow, heat, cold. Handsome silk-screen job by **New-Art Screen Prtg. Co.** NYC, with Owner **Al Newman** and Prod. Mgr. **Al Schwartz** handling.

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE



IDEA NO. 182

New "Angle" on Package Labels

Making a label to fit the package is *more* than just a theory to **The John McHutchion Ltd.**, of Brantford, Ontario. As a result, this **Bird of Paradise** Fruit Cake label is *triangular* in shape, to fit neatly in the *corner* of the box. And it's printed on moistureless, self-sticking **Kleen-Stik Silver Foil**, to apply quickly and easily, *every* time. **Sealcraft**, Toronto, rates applause for this precise and colorful production.

Kleen-Stik "takes the cake" when it comes to *extra-effective* point-of-purchase displays and labels. Any size . . . any shape . . . any printing process. See your regular printer, lithographer, or silk screener —or write direct for full information and ideas.

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

GET IT UP . . . KEEP IT UP . . . WITH KLEEN-STIK

GET IT UP . . . KEEP IT UP . . . WITH KLEEN-STIK

FARM & POWER EQUIPMENT APPOINTS NEW MIDWESTERN ADVERTISING REPRESENTATIVE

Meet our new Sales Team —

R. W. MOREY COMPANY, INC.
Advertising Representatives

Watch for them. They bring you news of exciting changes being inaugurated at Farm & Power Equipment for 1961. They're ready to put to work for you their broad experience in the farm implement field NOW. They serve you from . . . . . .

THREE CONVENIENT OFFICES

MILWAUKEE
DICK MOREY, Gen. Mgr.—
P.O. Box 933
Elm Grove, Wisconsin
SPring 1-1062
Covers: Wisconsin, Minnesota, Iowa, Northern Illinois, Chicago, Nebraska, North and South Dakota

CHICAGO
JESS KRIESER, Dist. Mgr.
P.O. Box 68
Park Forest, Illinois
PIlgrim 8-8070
Covers: Chicago, Southern Illinois, Western Indiana, Kansas, Northern Missouri

DETROIT
GENE WENDORF,
Dist. Mgr.
7410 Woodward Ave.
Detroit 2, Michigan
TRinity 1-0700
Covers: Michigan, Ohio, Western Pennsylvania, Kentucky, Eastern Indiana, Ontario, Canada

CALL OR WRITE ANY TIME

FARM & POWER EQUIPMENT
2340 HAMPTON AVENUE • ST. LOUIS 10, MISSOURI

New York City
Billingslea & Ficke
420 Lexington Ave.
LExington 2-3667

St. Louis
V. A. "Bill" Esphorst
MIssion 7-3333

Seattle
McDonald-Thompson
1008 Western Ave.
MAin 3-3766

Houston
McDonald-Thompson
3217 Montrose Blvd.
JAckson 9-6711

Los Angeles
McDonald-Thompson
3727 W. Sixth St.
DUnkirk 7-5391

San Francisco
McDonald-Thompson
625 Market St.
EXbrook 7-5377

Dallas
McDonald-Thompson
2727 Oak Lawn
LAkeside 1-1266

Denver
McDonald-Thompson
620 Sherman St.
KEystone 4-4669

Portland
McDonald-Thompson
404 Times Bldg.
CApitol 2-5146

Never fool with a lady

She can't be conned. / Catching her eye is easy -- but capturing her heart is tough. Before she buys you, she's got to <u>believe</u> in you. / She loves art -- and hates artifice. Don't expect a picture to appeal to her merely because it bleeds. / She has a taste for fiction and a hunger for fact -- but no stomach for folderol. And she wants a magazine that sees things her way. / Get flip with her, and you'll get flipped. Get too far out, and you'll never get close. / Foolishness? She won't buy it. What she <u>will</u> buy -- completely -- is the Ladies' Home Journal. It talks <u>to</u> her -- not around her. It aims high -- but not over her head. She digs it. She devours it. She's devoted to it. So are advertisers.

When the Journal speaks-women listen

No.1 Magazine for women / No.1 in circulation / No.1 in newsstand sales / Publisher's estimate for October: An all-time high of 6,537,000!

Milton Samuels Moves

Milton Samuels Advertising, New York, has moved to 19 W. 44th St.

Food Advertising Returns

An analysis of coupon returns for five food advertisers in four New York papers shows:

The Mirror		Three Evening Papers		
Per Cent Total Cost	17.2	16.4	19.1	13.1
Per Cent Total Returns	20.5	9.6	13.2	10.5
Per Cent Total Circ.	21.6	14.5	11.5	8.4
Average Cost per Coupon	$1.41	$2.83	$2.41	$2.06

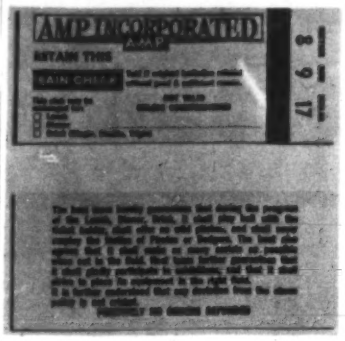
If you are advertising grocery products in the New York market

Make The Mirror a MUST!

Merchandising Ideas

AMP Gives Rain Checks

• Take a rain check? Sales representatives of AMP Inc., Harrisburg, Pa., maker of electrical terminals and electronic components, often invite clients to lunch like sales reps everywhere. They too, sometimes get the "polite-refusal gambit"—"I'll take a rain check." AMP's counter gambit is a near-replica of the standard baseball rain check which salesmen present to the client. It guarantees the holder "lunch, dinner or drink (single/double/triple)," announces on the back that "the host team guarantees to play ball with the ticket holder" . . and agrees to "make as many assists as possible when in the field." Copy concludes: "Positively no orders refunded."

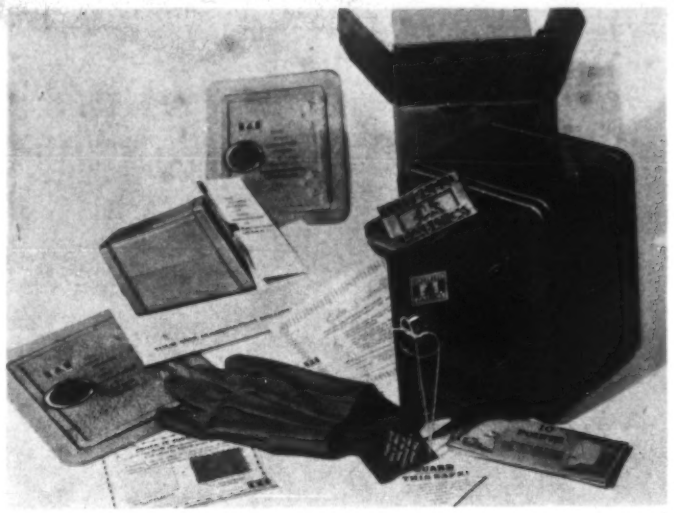


RAIN CHECK—*AMP Inc. representatives are giving rain checks like this to customers as a good will token.*

C&O Fetes 175th Year

• Free birthday cake was on the menu of all Chesapeake & Ohio Railway dining cars Oct. 20. C&O handed out the dessert so passengers could join in celebrating the 175th anniversary of the organization of the railroad's first predecessor company. The railroad also delivered birthday cakes to the governor of Virginia, the mayor of Richmond and to newspaper, radio and television station offices.

It was on Oct. 20, 1785, that the James River Navigation Co. held its first official meeting in Richmond. George Washington, who had founded the canal company to open up the way west from Tidewater, Va., was elected first president. This year, C&O, a direct descendant of the James River company, has been observing its anniversary with the slogan, "175 years of transportation progress 1785-1960."



SAFE—*A locked safe, 9" high, is being mailed to work glove manufacturers to introduce a fabric from Pepperell Mfg. Co. The safe's combination is being sent out in three teaser mailings. When the safe is finally opened, to the ringing of bells, the customer will find the fabric made into a glove, fact cards, counter cards, promotional mailers and a fabric testing card.*

people respond to WHAS·TV

The Program — "53 MILES FROM DEATH"

The Result — CONELRAD IN EVERY SCHOOL!

Early in 1959, Louisville was threatened by a devastating tornado. It struck only fifty-three miles away.
A WHAS-TV news documentary, "53 Miles From Death," revealed that the area's school children were inexcusably unprotected. Local school systems and Civil Defense were hopelessly confused about alerting and precautionary procedures.
Aroused viewers demanded and got a clear-cut procedure and Conelrad weather warning receivers for all of the area's public and parochial schools . . . America's most extensive school use of Conelrad.
Only a station that concerns itself day in and day out with the interests of its community can earn the respect that moves people to respond.

Fish Group Boosts Sardines

• The Maine Sardine Council, Augusta, and its promotion agency, Palmer, Codella & Associates, are distributing 100,000 four-color tourist give-away postcards to resorts throughout the state. The cards show the 40' Maine sardine fisherman statue erected by the state in 1958. The fisherman holds a 10x18' can of sardines. The council during the past few months also has conducted promotions appearing in schools, food centers, banks and stores, which also promote both the sardine industry and the state.

Red Goose Egg Sells Shoes

• An 11¢ premium, a plastic golden egg coin bank filled with tiny surprise gifts, is credited with selling more than 4,000,000 pairs of Red Goose children's shoes in the 24 months it has been in use. International Shoe Co. promoted the golden egg on its tv spots, where dealers' names are given. From the beginning, dealers were swamped with requests for the golden egg, given with purchase of a pair of Red Goose shoes. Charles Mueller, assistant ad director, said since the egg has been offered, 4,175,000 have been given away.

BIG FISHERMAN—*The Maine Sardine Council is using these postcards, which promote both the state and its sardine industry, as giveaways.*

International Shoe also has added a second premium, and now retailers can offer either the golden egg or a Red Goose which contains a 5¢ package of candy. Since the Red Goose premium has been added—it sells to the retailer for 9¢—750,000 have been given away.

Long Greeting by Manpower

• Even though Christmas is still a long time off, Manpower Inc., Milwaukee, began preparing for it a long time ago by designing a long, long holiday greeting. The card, 56x2½", contains 23 verses paraphrasing the traditional holiday poem, "The Night Before Christmas," Mary O'Rourke, Manpower advertising manager, wrote the copy, and Steve Zivko, Milwaukee artist, sketched appropriate Santas, reindeer, sleigh, and toys to illustrate the tale of an overworked St. Nick who calls on Manpower during his peak season. Western Printing & Lithographing Co., Racine, produced 90,000 of the greetings, which will be sent to Manpower's customers and temporary employes. Two versions of the card were printed with the last paragraphs differing—one for customers and one for staff.

Clement Issues Vote Comment

• J. W. Clement Co., Buffalo, printer, has published "Comment 195," a special election issue of its external house organ, "Comment." Every four years Clement puts out this special issue to present some of the salient facts on the Presidency, past elections and political parties.

HAPPY BIRTHDAY—*The Dallas Times Herald presented a birthday cake to every Rambler dealer in Dallas on Rambler's 10th anniversary, marked by American Motors Corp. recently. Taking the cake is John M. Clark (left), of Clark Rambler, while John Yates, Times Herald manager of auto advertising, holds a plastic-sealed copy of the birthday ad, which also went to each dealer. The car is one of the replicas of a 1902 Rambler, reproduced for promotion purposes by Gaslight Motors Corp. (AA, Jan. 11).*

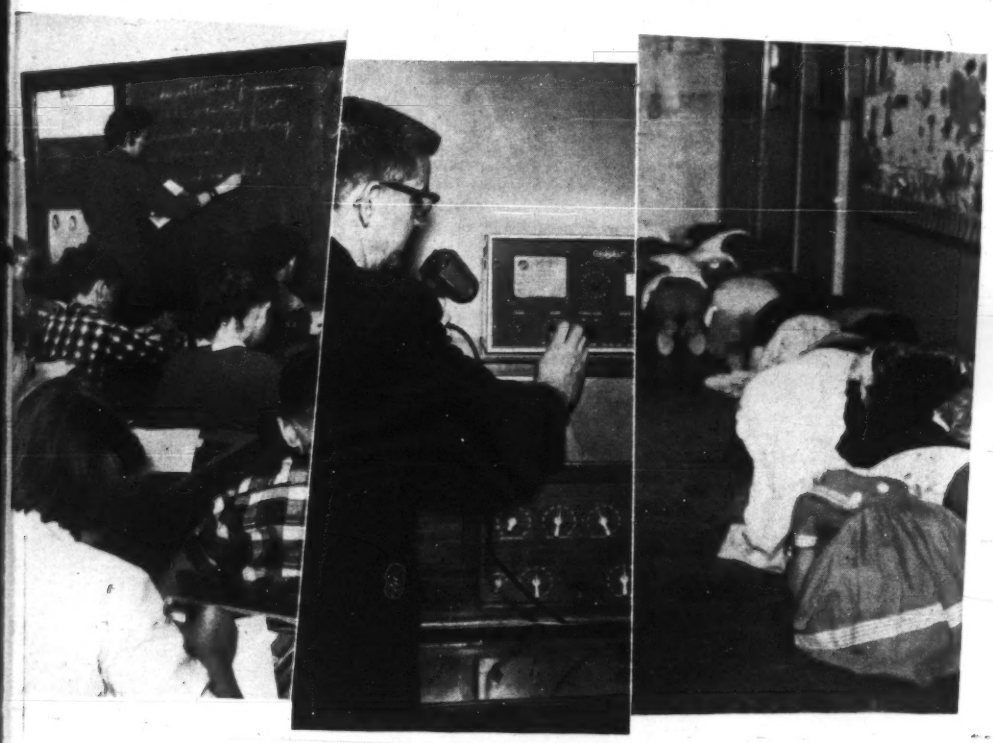
This issue also includes statements on the role of business men in practical politics by Henry Ford II, chairman of the board and president, Ford Motor Co.; Thomas R. Reid, Ford civic and governmental affairs manager; Donald Maclean, president, California & Hawaiian Sugar Refining Corp.; and Arthur H. Motley, publisher of *Parade*.

WBC Series Bows at Party

• Because Teddy Roosevelt made some of his best campaign speeches from the porch of his home in Oyster Bay, N.Y., followed by campaign tunes and a brass band, Westinghouse Broadcasting Co. chose Sagamore Hill, site of his home, to introduce its series, "Songs for Presidents," to the press and ad world. A fleet of Rolls-Royce motor cars conveyed guests to Sagamore Hill, where a campaign luncheon was followed by some of the campaign songs on the new show. The guests themselves singing a Progressive Party song from the campaign of 1912, "Throw Your Hat in the Ring," was taped by Westinghouse engineers to complete the series. "Songs for Presidents," a series of eight half-hour shows, is being broadcast on Westinghouse stations—WBZ, Boston; KDKA, Pittsburgh; KYW, Cleveland; WOWO, Ft. Wayne, Ind.; WIND, Chicago; KEX, Portland, Ore.,—and several other stations.

'Geographic' Gives Scoops

• All admen attending the western regional meeting of the American Assn. of Advertising Agencies received "two scoops" from *National Geographic Magazine*. One was an advance copy of the magazine's latest map of the world (being distributed with this issue of the *Geographic*). The other was "an ingenious item designed to solve the more localized affair of rescuing your golf balls from water hazards." The red plastic scoop can be attached to the head of an iron. #



WHAS·TV
CHANNEL 11
LOUISVILLE
11
Foremost In Service, Best In Entertainment

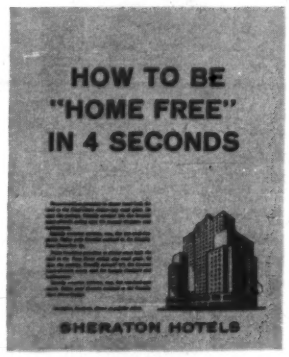
316,000 Watts • CBS-TV Affiliate • Victor A. Sholis, Director • Represented Nationally by Harrington, Righter & Parsons, Inc.

Ad Clinic #21

(a transparent device to get you to read this Sheraton ad)

by Topp O.D. Tish

Avoid reaching for effect



Use of the vernacular is usually unspectacular, particularly when it is dated. This phrase went out with "Babbitt."

Could this headline possibly refer to fast reservations?

This time you're absolutely right, Topp. What our writer was trying to say is that Sheraton can reserve a room for you practically anywhere in 4 seconds via RESERVATRON, Sheraton's exclusive electronic miracle that links 56 Sheraton Hotels. We also wanted to get across the idea that this is a free service. Out of gratitude, we're offering you (and anyone else who wants it) a free 104-page Sheraton booklet designed to fill you in on Sheraton and, strictly as an afterthought, to help us check the pull of this ad. Write: **Sheraton Corp., Ad Age Ad #21, 470 Atlantic Ave., Boston, Massachusetts.**

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Take the word of store operators, as well as advertiser and agency people everywhere — Burgoyne's new 1960 *Survey of Super Market Shoppers* is the hottest fact-finding document in its field.

Prepared by Ben L. Schapker, a man with three decades of experience in both the super market and market research fields, this Survey is based on 2,695 interviews made in seven metropolitan markets. Questions answered, cover a range of topics including attitudes toward food store advertising, special store departments, Sunday opening, trading stamps — just to mention a few.

* * *

To get your copy of Burgoyne's new Survey of Super Market Shoppers—staple one American dollar to your letterhead and send it to: Merchandising Director, Burgoyne Index, Inc., First National Bank Building, Cincinnati 2, Ohio.

* * *

And while you're at it, include a request for the new booklet we have prepared, explaining in detail the whole operation of Burgoyne Index, Inc. You'll learn all the "hows" and "whys" of Burgoyne Retail Sales Studies, the markets in which we're permanently set-up for Studies, and the clients for whom we work. Order both Survey and booklet today.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG. CINCINNATI 2, OHIO
CHICAGO OFFICE PHILADELPHIA OFFICE

'And Your Side Used Crest?' . . .

How Procter & Gamble Makes Use of Unprecedented ADA Nod

1 CHILD: Our toothpaste test lasted 2 years.

2 ANNOUNCER: And half the group used Crest. And the other half regular . . .

3 toothpaste? CHILD: Yes sir. The nurse told everybody to brush the same way as always . . .

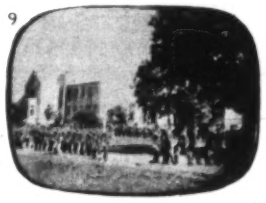
4 at home. And my side got 25% fewer cavities. ANNOUNCER: And your side used Crest. CHILD: Yes sir.

5 ANNOUNCER: That was Gary Kean, representing a group that recently . . .

6 tested Crest. And now let's switch to a chemistry lab . . .

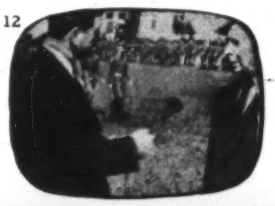
7 and find out about another test. GIRL: Well they asked us to brush the same as usual.

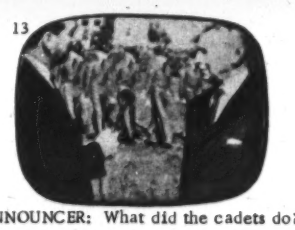
8 ANNOUNCER: And the Crest users got --- GIRL: 49% fewer cavities at the . . .


9 end of the year. ANNOUNCER: 49% fewer cavities. And now to Howell . . .

10 Military School to talk to Dental Scientist . . .

11 Verling Votaw. MR. VOTAW: Frank, the cadets were the toothpaste testers.


12 Half using Crest and half using regular toothpaste.


13 ANNOUNCER: What did the cadets do? MR. VOTAW: Each group brushed 3 times a day under identical conditions.

14 ANNOUNCER: And how did the Crest users make out? MR. VOTAW: 45% fewer cavities after 2 years, Frank.

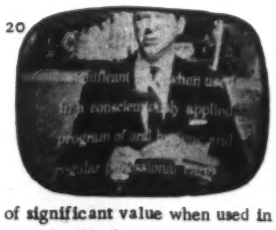
15 ANNOUNCER: 25 to 49% fewer cavities with Crest. With facts like these, . . .

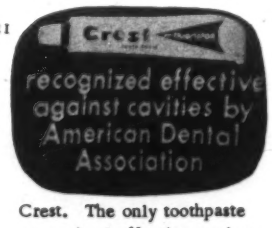
16 you can see why Crest has been recognized . . .

17 as effective against cavities by the American Dental Association.

18 As their council on dental therapeutics put it, Crest has been shown . . .

19 to be an effective decay preventive dentifrice that can be. . .


20 of significant value when used in a conscientiously applied program of oral hygiene and regular professional care. So switch to . . .



21 Crest. The only toothpaste recognized effective against cavities by the American Dental Association.

AFTER 'MOM,' WHAT?—*These pictures from a "Family Classics" commercial on CBS-TV Oct. 29 show how Benton & Bowles is telling the story of the American Dental Assn.'s approval of Crest on television. So far Procter & Gamble has exercised restraint in capitalizing on this big sales plus for Crest. Other Crest commercials have featured announcer Frank Blair's wife and children in testimonials for their favorite brand of toothpaste. The Photo-Script shown here is from U.S. Tele-Service Corp.*

Shamie, Harker-Husted Discontinue Relationship

Shamie Publishing Co., Detroit, has discontinued its present working arrangement with Harker-Husted-Coughlin, West Coast representative. Further contacts between western accounts and Shamie Publishing will be direct with each publication. Shamie publications are *Grocer-Graphic*, covering New York; *Yankee Grocer*, covering New England; *Grocers' Beacon*, covering 42 northern Ohio counties, and *Grocers' Spotlight*, covering Michigan.

Prendergast to Kolb

Richard M. Prendergast has joined Kolb & Abraham, Chicago, as an account executive. He was formerly account executive with O'Grady-Anderson-Gray, Chicago.

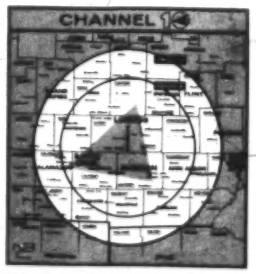
O'Donnell to WSKP, Miami

R. C. O'Donnell, previously manager of WINX, Washington, has been named general manager of WSKP, Miami radio station.

ONE SHOT TAKES ALL THREE

The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales — gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV CHANNEL 10
LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S GOLDEN TRIANGLE
Associated with / WILS – Lansing, WPON – Pontiac

Election Motif Rampant in TV Voting Coverage

(Continued from Page 1)

to shave." The commercial ends with a "candidate" shaving in an open car during a ticker tape parade.

■ Another commercial on NBC-TV, this one for Sandura Co., showed an elephant trying to pound a dirty mess (spilled on the floor) into Sandran floor covering as the announcer's voice-over remarks, "Now let's see what's happening in this house." A donkey then pushed a heavy roller over the same floor. However, a mop wiped the mess clean to show Sandran was tough enough to resist the brutal treatment, remaining unsullied.

On ABC Radio, co-sponsor Philco Corp. ran commercials with Milton Cross, who would begin, for example: "Time out for a Philco Presidential quiz question. Who was the first President to be interviewed on radio?" Before giving the answer, he discussed Philco's Starlite series of tv picture tubes.

■ It took a crew of almost 3,000 people at the three tv networks working around the clock on election night to rack up the largest audience for a single event in television history.

A total of 33,000,000 homes were tuned to the three tv nets, according to a national Arbitron count. This figure was projected by American Research Bureau to more than 83,000,000 viewers. Snaring the largest share of audience was NBC, with 51%, followed by CBS, with 38%, and ABC, with 11%.

■ NBC and ABC both reported a staff of over 1,000 to cover the political extravaganza, while CBS estimated its crew at almost 700. NBC scored another victory in the longest continuous coverage in the marathon race. That network began its coverage at 7:30 p.m., EST, Tuesday, and stayed with it for 13½ hours. CBS' uninterrupted reporting ran for 11 hours and 45 minutes, while ABC's was eight hours. Continuous coverage was also maintained by the four radio networks.

The networks could not yet estimate the cost of the coverage, but industry sources have indicated that television coverage alone cost the networks about $1,000,000. This expenditure stands in the loss column after allowance is made for income from various sponsors.

■ One of the most notable jobs on a local level during the pre-election campaigning was handled by WXYZ-TV, Detroit. With less than 48 hours notice, the ABC affiliate had to get its staff and facilities in shape for origination of a four-hour national telethon, "Dial Dick Nixon" on ABC-TV on Nov. 7.

In addition to the engineering problem involved in a network feed, WXYZ-TV had to make arrangements for an additional 150 telephones, a studio for 100 telethon operators, a studio for Mr. Nixon, accommodations for 75 members of the press, offices for Mr. Nixon's staff, and space for an entourage of typists and stenographers. The last-ditch effort made by the Republicans was said to have cost the party $200,000.

ADS LAUD ELECTRONIC BRAINS ON VOTE ROLE

NEW YORK, Nov. 11—Two of the nation's big three mechanical brain makers, IBM and RCA, this week broke post-election print campaigns trumpeting their respective roles in covering national election returns for the country's television viewers.

The third computer maker, Remington Rand, maintained advertising silence after Tuesday's election, explaining that it had shot its advertising wad prior to this week's big event. The company's computers were used by ABC-TV in analyzing and forecasting election returns.

International Business Machines, via Benton & Bowles, ran all-copy newspaper ads in newspapers in New York, Boston, Washington, Chicago, Detroit and Los Angeles.

Who won the computer battle last night?

You did.

If you followed the election on any of the three major networks, you saw the fastest, most complete coverage in history.

This makes you the winner in the so-called battle among the computer systems of three competing manufacturers, including IBM. All three systems helped the networks do a better reporting job.

What does it prove?

Election reporting is a dramatic way to demonstrate the reliability of modern computer systems under conditions of stress and urgency.

Yet the real significance of what you saw last night lies in the computer methods that were demonstrated—methods that can cut right to the heart of enormous problems in business, science and communications.

To make election predictions, for example, mathematicians create a statistical model of the voting public. Then as early returns stream in, the computer projects the probable final result according to the model in its memory.

Roughly the same technique can be used to make a market projection, a weather forecast, or a study in medical research. These are the jobs computers are doing every day behind the scenes, and here's where they render service beyond anything they do on election night.

CBS uses special systems.

Besides presenting computer predictions and analysis, the CBS network used an IBM RAMAC® 305 system to tally incoming returns. Counting and posting votes is actually a continuous inventory problem, which is exactly what RAMAC's rapid-fire memory is built to handle.

CBS also had a TELE-PROCESSING® link between the studio and the IBM Datacenter so data could be transmitted in "computer language" between the two points. In a small way, they were employing a technique that can put a single computer to work in a thousand different places at once.

As new advances come along to extend the problem-solving abilities of data processing systems, you can expect to benefit further. You will be the winner again, just as you were last night.

IBM

International Business Machines Corporation

®IBM Trademark

In addition, IBM will run the same ad in the Nov. 21 issue of *Time*.

The IBM ad was of the soft-sell, institutional ad variety. It congratulated IBM's two competitors as well as itself for "helping the networks do a better reporting job" and wound up with a brief product promotion of its own computer systems.

■ Of a more competitive nature were big-space ads run by Radio Corp. of America in New York, Washington, Chicago, and Los Angeles. The RCA ad, via J. Walter Thompson Co., played up RCA's consistency in picking Tuesday's winner.

IBM's 7090 system was used by CBS-TV, RCA's 501 system by NBC-TV. #

New Studies to Be Unveiled at MPA's Creativity Seminar

NEW YORK, Nov. 11—The unveiling of two new magazine studies will highlight a magazine seminar on creativity scheduled in the Park Lane Hotel here Dec. 1.

Theme of the session, sponsored by Magazine Publishers Assn. in cooperation with the Assn. of National Advertisers and the American Assn. of Advertising Agencies, will be "How to Use Magazines Creatively for Greater Sales."

In addition to case histories of various products, the session will include presentation by Gallup & Robinson on the "Strengths and Weaknesses of Magazines and Television" and an MAB psychological and sociological study of consumers conducted by the Market Research Corp. of America. #

Arvin Names Bosart, Jones

Arvin Industries, Columbus, Ind., has appointed Robert G. Bosart manager of advertising and sales promotion and Ted Jones products manager, radios and phonographs. Mr. Bosart was formerly sales promotion manager; Mr. Jones was formerly manager of advertising.

Last Minute News Flashes

Rand McNally Institutional Follows Smith to Grant

CHICAGO, Nov. 11—Rand McNally & Co., map maker and publisher, has appointed Grant Advertising to handle its corporate institutional advertising, effective Jan. 1. The account, which bills about $225,000, formerly was handled by Fletcher Richards, Calkins & Holden. Principal reason for the switch was the recent moving of Paul Smith, former vice-chairman of the board and creative director of the Richards agency, to Grant as exec vp in charge of creative services (AA, Oct. 3). Franklin Spier Inc., New York, will continue to handle Rand McNally's trade book and map advertising.

Campbell to Noble in Mexico; Pushes Beans in U. S.

CAMDEN, N. J., Nov. 11—Campbell Soup Co. has named Noble Advertising, Mexico City, its agency in Mexico. Currently building a cannery in that country, Campbell will market a line of locally produced soups. In the U.S., Campbell will launch its new barbecue beans Nov. 24 with a 90-minute nationwide CBS telecast of the New York, Detroit and Philadelphia Christmas parades on Thanksgiving Day. A heavy tv schedule includes "Donna Reed Show" (ABC-TV) and "Lassie" (CBS-TV). Two-color newspaper ads will be used. A purchase price refund on the first can bought will be offered.

Brooks Drops 3 Bra Accounts to Gain Exquisite Form

TORONTO, Nov. 11—Brooks Advertising has resigned three foundation accounts—Lovable Brassiere Co., Kops Bros. Ltd. and Flexees Canada Ltd.—with total estimated billings of $50,000, in order to take over Exquisite Form Brassiere (Canada) Ltd. (billing about $200,000). Spitzer, Mills & Bates reportedly lost Exquisite Form because Ted Bates & Co. handles Playtex girdles in the U. S.

Carr Is Freed; Plans to Open Consultancy

NEW YORK, Nov. 11—William B. Carr, former president of Million Market Newspapers and onetime advertising boss of McCall Corp., has completed a prison term for failure to file an income tax return and now plans to open his own consultant company here. The Carr's—as the company will be called—will be headed by Mr. Carr and his wife, Estelle, onetime fashion editor of *McCall's*. They will offer help to manufacturers with "long range planning problems" related to image and sales.

Ansco, Ozalid Weigh Agencies; May Pick Two

NEW YORK, Nov. 11—Ansco Photographic Products and Ozalid Copy Press—resigned last month by Benton & Bowles—were still deciding today among nine possible successor agencies. The account—which is expected to bill $1,500,000 next year on Ansco and $500,000 on Ozalid—was believed ready to name two agencies, one of them "an industrial type" to handle Ozalid only. The advertiser required that agencies soliciting the account bill $25,000,000 or more.

Yolande Lingerie Appoints Cohen & Aleshire

NEW YORK, Nov. 11—Yolande Corp. of New York has appointed Cohen & Aleshire to handle its lingerie division advertising. Expanded advertising is planned to celebrate the company's golden anniversary. It reportedly will bill in excess of $100,000. Yolande has not advertised nationally for several years.

'Good House' Sets Match-A-Market Region Plan

NEW YORK, Nov. 11—*Good Housekeeping* has become the first magazine in the women's service field to offer regional editions. Effective with its March, '61, issue, the magazine will split its 4,700,000 circulation base into five zones—northeast, east central, west central, southern and Pacific. The magazine said its regional plan—dubbed Match-A-Market—can be bought individually or in any combination of zones. Only pages, double columns and half-page horizontals are acceptable for regional editions, *Good Housekeeping* said.

Doner Drops Ambassador Deluxe; Baker May Get It

NEW YORK, Nov. 11—W. B. Doner & Co. said today it has withdrawn from the Ambassador DeLuxe scotch account, effective Jan. 1, due to a "disagreement over advertising policies." Doner has had the account about two and one-half years, and current billings are estimated at slightly below $250,000. Leading contender to acquire the account is Lynn Baker Inc., which last summer (AA, June 27) picked up Ambassador Aged scotches (12 and 25 years old) from Doner amid reports that it would garner the remainder of the account as well. Doner meanwhile has added Magnus Organ Corp. for a special test assignment using newspapers in 15 markets.

Corbett Leaves Jordan Agency; Other Late News

• **Frank J. Corbett**, vp of Jordan, Sieber & Corbett, Chicago, has resigned. He told ADVERTISING AGE he would announce his plans in about two weeks.

• **Harlee Mfg. Co.** (owner of Tastee-Freez soft ice cream chain), Carrols Drive-In System and Freez-King Corp., interlocking Chicago companies, have switched their advertising from Gourfain-Loeff, Chicago, to Burton G. Feldman Inc., Chicago. The combined account normally bills about $400,000, but billing was cut to $100,000 this year. The account followed Maurice Silverman, who moved from Gourfain to the Feldman agency Nov. 1.

• **Clinton V. Pickering Jr.**, formerly ad manager of Union Carbide International Co., has been named by H. K. Porter Co. to be manager of marketing research in its New York office, a new title. B. Sokoloff Jr., manager of market development with Union Carbide International, will assume the duties relinquished by Mr. Pickering.

• **American Federation of Television and Radio Artists**, New York chapter, has voted to authorize the national board to call a strike against the three tv and four radio networks at midnight Nov. 15 if new contracts are not signed by that time. AFTRA, which covers performers in live and taped tv commercials and programs, is demanding a revised system of payments for commercial performers, as well as increases in residuals. Screen Actors Guild, composed of filmed commercial and program performers, is conducting a strike ballot by mail.

• **Denny Sargent**, formerly an associate copy director at Young & Rubicam, has joined McCann-Erickson Advertising, New York, as a vp and associate creative director.

Guerrant President as John Shaw Moves to Board Chairman

CHICAGO, Nov. 11—David E. Guerrant has been named president of John W. Shaw Advertising as John Shaw moves up to chairman of the board.

Mr. Guerrant, formerly exec vp, has been with the agency for ten years, coming over from Campbell-

David E. Guerrant John Shaw

Ewald, Chicago, as creative director. He will retain his position as chairman of the marketing committee.

Mr. Shaw founded the agency in 1947. Current billings are reported in excess of $9,000,000 annually.

The agency has appointed George A. Wilcox as vp and media director, and named Aileen Grossman director of a new public relations department. Mr. Wilcox was associate media supervisor at Leo Burnett Co.; Miss Grossman formerly was at Harshe-Rotman, Chicago.

■ Shaw also announced its appointment as agency for *Today's Health*, consumer magazine published by the American Medical Assn. Jordan, Sieber & Corbett, the former agency, resigned the entire AMA account last summer.

Other personnel appointments revealed by the agency today include: Stuart H. Berg, formerly radio-tv commercial producer of Kenyon & Eckhardt, radio-tv production director; Frank Zioncheck, from Keyes, Madden & Jones, assistant production manager; and Maydawn Murray, formerly of Campbell-Mithun, assistant radio-tv manager. #

Barton Distilling Moves to Rosenbloom Along with Levitz

BARDSTOWN, KY., Nov. 9—Barton Distilling Co. has moved its account from Stern, Walters & Simmons, Chicago, to Irving J. Rosenbloom & Associates, Chicago, following the move of Stanley D. Levitz from Stern, Walters to Rosenbloom as a vp and member of the plans board.

Mr. Levitz joined Stern, Walters in March, 1958, as vp and creative director from Herbert Baker Advertising, bringing with him the Barton account and Cunningham Co., maker of glass washing machinery for restaurants and institutions. The Cunningham account, which also moves to Rosenbloom, has been inactive for the past year. Mr. Levitz has been servicing Barton since 1956, when he joined Grossfeld & Staff.

Barton Distilling, which billed about $200,000 in 1959, has set the biggest drive in its history for its Kentucky Gentleman whisky with one-half and one-third page two-color ads breaking in December in *Ebony*, *Playboy*, *Sports Illustrated* and *True*, supported by newspaper ads. The magazine ads also will run in the four magazines in January, March, May, July and September.

A 1961 ad program now is being planned for the company's Old Barton, Tom Moore, Colonel Lee, Barton Reserve, House of Stuart, Little Mill Highland Mist and Pikeman brands. #

Oregon Voters Reject Outdoor Ad Proposal

(Continued from Page 2)

Oregon AFL-CIO and other labor organizations opposed the measure on the basis that it would have eliminated many jobs of those who service outdoor signs.

Special "information" signs would have been authorized, for which the state was to build off-highway information boards, each containing 24 advertisements of facilities in the area.

■ Wide support had been given to the control measure. Over the pre-election weekend the Multnomah County (Portland) chapter of the Oregon Republican Club endorsed the measure. Earlier the bill had received endorsement from the Young Democrats of Multnomah County.

A spokesman for the Highway Protection Committee, sponsor of the initiative, said the bill had drawn the endorsement of all leading candidates for statewide office. Among those who had approved the legislation are U.S. Sen. Maureen Neuberger, widow of the late Sen. Richard Neuberger, to whose seat she was appointed earlier this year and who was elected to a full term; and Elmo Smith, Roseburg publisher and Republican nominee opposing Mrs. Neuberger. Gov. Mark Hatfield (Rep.), whose term does not expire for another two years, had spoken out in favor of the initiative.

Charles Collier of the Advertising Assn. of the West, who had appeared in Portland to discuss the billboard measure, called the proposal "a bad bill and a vicious one which, if passed, could be a severe blow to all advertising because of its unusual and heavy restrictions."

CHRISTMAS SPICE—*Maxine Rowland, advertising manager of Shulton Inc., New York, poses with the Old Spice sea chanty singers during the filming of Christmas tv commercials for the company's Old Spice toiletries. The spots will be run in 85 markets on the "Shulton Holiday Playhouse," a series of five half-hour shows. Transfilm-Caravel produced the commercials. Wesley Associates is the agency.*

Philip Morris Buys Three More 'CBS Reports' TV Shows

NEW YORK, Nov. 10—Philip Morris Inc. has purchased three more "CBS Reports" tv shows for November and December, after sponsoring two of the shows earlier this season.

The company said the purchase of the public affairs programs sight unseen marks the first time a nationally-sold, low-unit-cost product company has entered this sphere of tv advertising.

The same two brands featured on the first two shows—Marlboro and the new king-size entry, Commander—will be promoted on the other three.

■ Previous shows were "Year of the Polaris," Oct. 19, and "Money & the Next President," Oct. 27. New shows scheduled are "Harvest of Shame," Nov. 25, dealing with migratory farm workers; a program Dec. 10 concerning the United Nations' international refugee organization; and "Great Holiday Massacre," dealing with dangers on the highway, scheduled for Dec. 26 or 29.

The sudden surge in ad investment by Philip Morris coincides with a recently-announced shuffle in the top marketing lineup (AA, Nov. 7) and a reported 7.7% increase in earnings for the nine months ended Sept. 30, compared with the same period last year. #

18% Pick Correctly in 'Farm Journal's' Guessing Contest

PHILADELPHIA, Nov. 10—A total of 18% of the contestants participating in a "What's the Name of This Consumer Magazine?" contest correctly identified the *Farm Journal*.

The contest, which was launched with a color spread in the Oct. 10 issue of ADVERTISING AGE, attracted nearly 2,500 entries.

■ Contestants were asked to name the consumer magazine which fitted 13 listed clues based on the magazine's editorial, circulation and market characteristics. Of 50 magazines named, *Farm Journal* received 18% of the votes. Among those contestants who could be identified as agency personnel, 31% named *Farm Journal*.

Other magazines receiving a sizable number of mentions were *Better Homes & Gardens*, *McCall's*, *Ladies' Home Journal*, *American Home* and *Good Housekeeping*. #

Westinghouse Denies Price Discrimination Complaint by FTC

WASHINGTON, Nov. 9—Westinghouse Electric Co., Pittsburgh, has denied Federal Trade Commission charges of granting discriminatory discounts to favored purchasers of headlights manufactured by its lamp division.

FTC's complaint alleged that Westinghouse gave franchised distributors who bought over $25,000 worth of miniature and Sealed Beam lamps a 5% discount. The complaint said that only 33 of 752 franchisers could qualify for the discount (AA, Aug. 8).

FTC also challenged discounts on Westinghouse lamps amounting to 29.2% granted to General Motors, through GM's AC spark plug division.

Westinghouse denied that its pricing practices may substantially lessen competition. #

Sof' Stroke Ads Hit by FTC as False, Slurring

(Continued from Page 1)

cream. The demonstration, the commission adds, constitutes "false disparagement" of competitive shaving creams.

The company is granted 30 days to file an answer.

Mennen Co. has issued this statement on the complaint:

"The FTC has questioned some of the filmed sequences of the Sof' Stroke commercials. Fortunately, we have actual films showing exactly how the commercial was filmed under water and we hope to show the accuracy of the commercial.

"Naturally, it is company policy to cooperate fully in insuring that all its products are accurately presented to the public." #

RALPH BOLANDER-OLSON

CHICAGO, Nov. 8—Ralph Bolander-Olson, 59, a magazine advertising representative here for 30 years and a former newspaper columnist, died Nov. 3 in Wesley Memorial Hospital of a heart ailment.

For the last three years, he had been with *Living for Young Homemakers*. Previously he had represented *Cosmopolitan*, *Hunting & Fishing* and *Esquire*. Before entering the advertising field, he wrote a night club column for the old *Chicago Herald & Examiner*.

Hearst Sale of 'Times' Startles Detroit Market

(Continued from Page 3)

1949, and had dropped to 454,589 at last audit.

The *News* said that it will retain as many *Times* employes as it can but some 390-400 Guild-member employes, who learned the news late Sunday night, will get full severance pay under union contract.

■ About one-third of the 1,400 employes made idle by discontinuation of the *Times* Monday had found new jobs, either permanent or temporary, two days after the announcement that the *Times* had ceased publication.

The *Free Press* and *News* took on the bulk of these, as both dailies stepped up production schedules. The *Free Press* also sent bulletins to newspapers in ten states, listing names and skills of dozens of jobless, and offered to help editors and business managers of other papers contact ex-*Times* employes.

Lee Hills, vp and executive editor of the *Free Press*, said his newspaper did not intend to start an afternoon publication, but had expanded its early edition runs.

■ The number of advertisers switching schedules to the *Free Press* forced the newspaper to turn down some late comers for Friday editions, the *Free Press* reported.

The demise of the *Times* also had a marked effect on the Hearst Advertising Service office in the Motor City. Total personnel in the office dropped from 20 to 7; the actual sales staff was reduced from 11 to 4. The four-man sales staff is still headed by John Burke, who also had been ad director of the now-defunct *Times*. The reduced HAS staff will perform sales functions in the Detroit area for other Hearst newspapers.

■ While some top officials of Hearst's newspaper headquarters in New York could not be reached today, ADVERTISING AGE was told by one source that Hearst was equally ready to buy or sell newspapers.

The source said that the company wanted it to be known that it had "plenty of money" to buy newspaper properties, and that it aimed at further strengthening its economic position in the newspaper world.

While the *Detroit Times* was ahead this year on its department store linage—thanks largely to a 1,000,000-line contract written earlier this year with the J. L. Hudson store—Hearst officials, it was said, couldn't see a profitable return on the paper; hence its sale.

Hearst—the biggest communications empire in the world, with a vast complex of newspapers, magazines, radio and tv stations doing business at the $350,000,000 level five years ago, and with a 1955 net of something over $10,000,000—has long been busy in buying and selling. In 1956, it sold the *Chicago American* to the *Chicago Tribune*. In 1959, Hearst Corp. withdrew an offer to buy the *Nashville Banner* and the *Tennessean* for more than $9,500,000. Later the same year, it purchased WFDS, a Baltimore fm station, and changed its call letters to WBAL-FM.

■ In 1955, Hearst Corp. paid $2,000,000 for Milwaukee's then newest tv station, WTVW. In 1957, it got an FCC okay for Pittsburgh's third commercial tv station (owned jointly with the Allegheny Broadcasting Corp.). In April of this year, Hearst's *Pittsburgh Sun-Telegraph* was sold to the *Pittsburgh Post-Gazette*.

Last year, the *San Francisco News*, a Scripps-Howard daily, merged with Hearst's *Call-Bulletin*. The combined papers started publishing as the property of Apex Publishing Corp., owned equally by S-H and Hearst Publishing Co. The masthead slogan said that "this newspaper follows the editorial policies of the Scripps-Howard Newspapers and the business policies of the Hearst Newspapers."

In mid-October, Hearst Corp., which publishes the *Albany-Times-Union*, announced acquisition of the *Knickerbocker News*, Albany evening newspaper, from Gannett Newspapers for $3,850,000.

■ Hearst Consolidated Publications has reported a nine-month loss of $5,031,900—a figure including $2,195,500 in connection with the sale of the *Pittsburgh Sun-Telegraph*. For the first nine months of 1959, Hearst Consolidated reported a loss of $2,603,000. Total operating revenue for the 1960 period was put at $131,563,900, while the total in '59 was $139,461,200. #

Chicago Faucet Names Lougee Secretary, Marsh Treasurer

Chicago Faucet Co., Chicago, has named Norman A. Lougee secretary of the company and a member of the board and Gilbert J. Marsh treasurer, succeeding Harry E. Teichen, who is retiring. Mr. Lougee continues as director of advertising, and Mr. Marsh continues as office manager.

D. L. Clark Co. Discriminated in Ad Allowances, FTC Says

WASHINGTON, Nov. 10—D.L. Clark Co., Pittsburgh, maker of "Clark Bar" and other candy products, was charged today by the Federal Trade Commission with making discriminatory advertising payments to favored customers.

FTC's complaint alleges that Clark has paid out more than $100,000 in advertising allowances to Automatic Canteen Co., Chicago, in 1959.

The payments are granted to vending machine operators under "Venkard" promotional programs, in which cards advertising Clark products are affixed to candy machines.

■ The payments are made for Clark by Richard A. Burleigh & Associates, an advertising agency in Evanston, Ill., the complaint states. The agency pays the favored customer about 68¢ for each machine carrying the Clark ads.

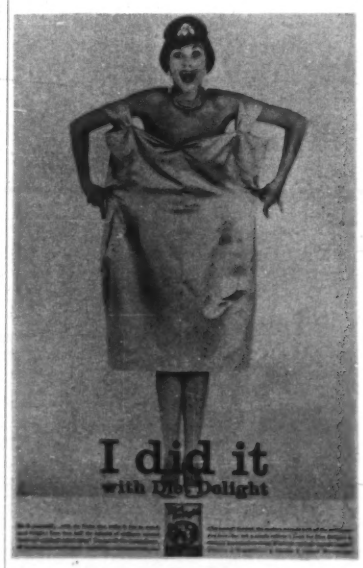
Clark, which had sales of approximately $10,700,000 in 1958, is granted 30 days to file its answer to the complaint. #

'Compact X' Cues Paternity Dispute

DETROIT, Nov. 9—There's a new smaller car in the offing among Detroit auto manufacturers, designated "Compact X" in a recent issue of *Ward's Automotive Reports*, but its paternity is being denied by all of the Big Three. The new car reportedly is slated to appear in 1962.

Most likely candidate for parenthood appears to be Ford, although there has been no confirmation from Dearborn. The new car is expected to have a wheelbase of 115" and an overall length of 16' 5". Falcon has a wheelbase of 108.5" and is 15' 1". The regular Ford's wheelbase is 119" and its length 17' 6". The new car's weight is supposed to be about 2,700 lbs., which places it between the light compacts (around 2,250 lbs.) and the regular models of Ford, Chevrolet and Plymouth, which range from 3,400 lbs. upward. It would be somewhat the same in measurements as Ford's present Comet, but quite a little heavier. The Comet weighs 2,432 lbs.

Ward's said the company making the new car will offer it in two series and reduce its regular line from three series to two. #



REPEAT—*Richmond-Chase Co., San Jose, Cal., repeats its "I did it" ad theme of last year, which won seven awards, for its Diet Delight low-calorie canned fruit. The series will run in newspapers. Cunningham & Walsh is the agency.*

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

From a satellite to a planet in its own right, is the impressive progress of Metropolitan Oakland. Many statistics illuminate this growth. Yet to the advertising man, feeling the pulse and knowing the character of a market are equally important to his judgment of its worth. From 1934 through the pre-war, the war years and immediate post-war, my personal observation—living and working in the area—gives added meaning to the impressive data as to population growth, buying power and retail sales volume.

ARTHUR C. FARLOW, Vice President
J. WALTER THOMPSON COMPANY, Chicago

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

'Consumer Orientation' Key to New Administration's Views on Marketing

(Continued from Page 1)

dred sub-policy-level officials—bureau chiefs, division heads, executive directors—will be "under the ax" as the Kennedy administration spots its people into the strategic staff jobs.

A number of ideas have already been advanced for strengthening the regulatory agencies:

• A new law authorizing FTC to get temporary injunctions during the pendency of administrative proceedings. A similar plan was advanced—and abandoned—by Attorney General William P. Rogers early this year in his report on broadcast industry advertising practices (AA, Jan. 11).

• A more powerful and affluent FDA to keep down drug costs and to police the introduction of new drugs.

• A truth-in-credit law requiring vendors of credit to provide a statement of specific credit charges and what these charges cost in terms of "true annual interest." Such a bill was introduced this year by Sen. Douglas, but it failed to reach the Senate floor.

■ The President-elect's plan for a White House agency to speak for consumers apparently represents a modified version of S. 1571, a "consumer bloc" proposal which was considered—and pigeonholed—by the Senate government operations committee last June.

Under this bill, sponsored by Sen. Kefauver, a "Department of Consumers" would be established, with cabinet rank. At hearings on the bill, sponsors explained that the new department would appear as "friend of the court" whenever a government agency considered any action involving the welfare of consumers.

Federal Trade Commission Chairman Earl Kintner complained that S. 1571 would lead to conflict and duplication. In his testimony against the bill he contended that existing agencies already have the responsibility of considering the welfare of consumers when they reach their decisions.

■ As an indication of the party's thinking, the Democratic platform declared, "In an age of mass production, distribution and advertising, consumers require effective government representation and protection."

It complained that Republicans have "allowed" the Food & Drug Administration to be weakened. Democrats promised they would "provide money and authority to strengthen this agency for its task."

In the anti-trust field, they promised to strengthen the Robinson-Patman anti-discrimination law, which deals with advertising allowances and other merchandising arrangements between suppliers and distributors.

■ With the Post Office operating at a $900,000,000 loss, there have been no indications of the attitude the new administration is likely to take on postal rates and postal modernization.

During the past eight years, Democrats in Congress fought the "balanced budget" concept of Post Office management. Sen. Olin Johnston (D., S.C.), chairman of the Senate post office committee, has contended that the department's deficit includes several hundred million of expense which should be regarded as "public service," and which is not properly a charge against mail users.

In their party platform, Democrats claimed Republicans have treated postal service "as a liability instead of a great instrument of national enlightenment and economic betterment." The Democrats complained that service curtailments have "inconvenienced every citizen and that a program must be undertaken to make the post office 'a model of efficiency and service'."

■ The President-elect has been refusing to discuss appointments until after Thanksgiving. In the post-election speculation, John Bailey, a Connecticut lawyer who managed the Kennedy primary campaign, has been mentioned as a possible prospect for Postmaster General.

Allied to their promise to make government more "consumer-minded," Democrats have promised to put "men of ability" and "independent judgment" into the key jobs in the regulatory agencies.

As one of his first moves, the President-elect has asked James M. Landis, former dean of the Harvard University law school, to make a special study during the next six weeks to determine if regulatory agencies currently are carrying out their jobs with "efficient dispatch." Dean Landis is no stranger to Washington, having been a member of the FTC from 1933 until 1934 and subsequently chairman of the Civil Aeronautics Board.

■ Partly by coincidence, the new administration will be able to get immediate control of several key regulatory agencies which are vital to the concept of "consumer oriented" government.

Ironically, the upheaval in the regulatory agencies comes at a time when they are operating at a peak of efficiency. During the past year, FTC Chairman Kintner has raised the reputation and effectiveness of FTC to levels which have seldom if ever been achieved in the past. Anti-trust chief Robert Bicks failed of confirmation by Congress largely because several key senators on both sides of the aisle were uneasy about the marked thoroughness of his efforts.

■ Here are some of the prospects:

• **Federal Trade Commission:** Two of the five FTC seats, occupied by Chairman Kintner and recently-appointed Commissioner Edward K. Mills, both Republicans, are immediately available, and a third seat, held by Commissioner Robert Secrest, a Democrat, "opens up" in June. Kefauver committee counsel Rand Dixon has confirmed that he is an active aspirant to the FTC chairmanship.

• **Federal Communications Commission:** A seat, now held temporarily by Republican Commissioner Charles King, is available, assuring Democrats of four of FCC's seven seats. Chairman Frederick Ford's term does not expire until June 30, 1964, but the FCC chairmanship can be rotated at the discretion of the President. If it goes to one of FCC's present members, presumably it would be commissioner Robert Bartley, who is Sam Rayburn's nephew.

• **Food & Drug Administration:** A 50-year tradition that FDA's single commissioner should come from the career service may be about to crumble. Commissioner George Larrick, who was given a routine promotion to the top spot by Republicans, serves only at the discretion of the President, and Democrats may feel that their plans for a more active Food & Drug Administration require a commissioner with a broader background.

• **Justice Department:** No indication so far of the Kennedy selection for Attorney General. Acting anti-trust chief Bicks, a Republican appointee, will be swept out along with other members of the Justice Department "team."

■ But the "consumer-minded" forces in the Democratic party will not have exclusive access to the President-elect's ear. Vice-President-elect Lyndon Johnson (D., Tex.) produced decisive Southern support, which commands respect.

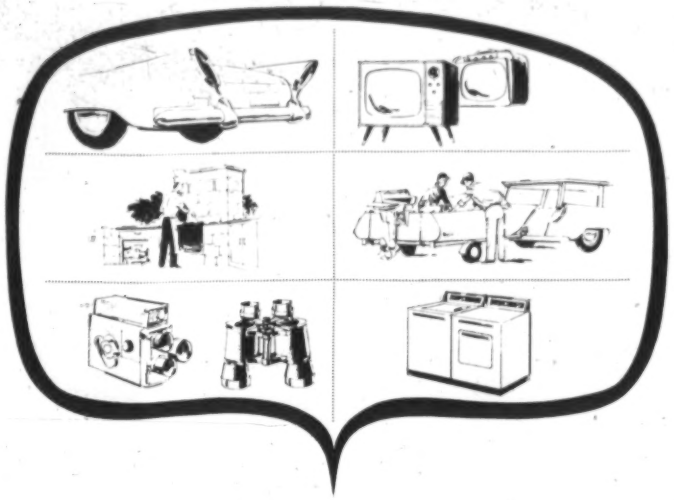
When the new "management team" for the Post Office Department is established, the Kennedy administration can expect that it will be hearing from such conservatives as Sen. Johnston.

As chairman of the Senate committee on post office and civil service, he would ordinarily expect to be consulted on Post Office appointments under any circumstances. In addition, however, Sen. Johnston has a special claim for consideration, for his barnstorming for Kennedy helped to swing South Carolina into the Democratic camp.

■ While there was a relatively light turnover in the congressional elections, an unusually high percentage of the casualties included members who have been associated with marketing and advertising.

Rep. Ed Rees (R., Kan.), ranking Republican on the House post office committee, and Rep. Gordon Canfield (R., N. J.), ranking Republican on the House appropriations post office subcommittee, were among those who retired voluntarily. Rep. Prince Preston (D., Ga.), a special champion of good government statistics—a rarity in Congress—was beaten in the primaries. Rep. Charles H. Brown (D., Mo.), St. Louis adman, was among Tuesday's casualties.

Only a dozen House Democrats lost bids for re-election, but six of them were members of the post office and civil service committee. They included Rep. Charles Porter (D., Ore.) and Rep. Don Irwin (D., Conn.), both strong foes of postal rate increases; and Reps. John R. Foley (D., Md.); Rep. Randell Harmon (D., Ind.); Rep. Stanley A. Prokop (D., Pa.); and Rep. James C. Oliver (D., Me.). #



CONSUMER GUILT—*Taking exception to the theme of consumer "waste" in luxuries like washers, air conditioners, etc. current in recent popular books on economics and sociology and in the Presidential campaign, Hixson & Jorgensen's Los Angeles office ran this page in the Los Angeles Times Nov. 2.*

Parker Expounds Push-Pull Ad Theory to Milwaukee Adclub

MILWAUKEE, Nov. 8—Selling is the pushing force and advertising the pulling force in business, Daniel S. Parker, president of Parker Pen Co., Janesville, told the Milwaukee Advertising Club at a luncheon today marking the club's 50th anniversary.

■ He urged that advertising be given its proper place in company operations as one of the two great forces that enhance the flow of goods.

Recognition of the individual strengths of selling and advertising can result in getting maximum effectiveness from each, Mr. Parker said, stressing that it is general management's responsibility to put advertising's role into proper perspective.

Management should not expect advertising to make up for poor product quality, deceitful claims or selling in the wrong market, he said. #

Lally Named Business Manager

Luke P. Lally has been named business manager of the *Cape Cod Standard-Times*. He was formerly ad director of the newspaper.

KFDA-TV Boosts Tyler

John Tyler has been promoted from sales manager to general manager of KFDA-TV, Amarillo, Tex.

Furness Jilts Westinghouse

(Continued from Page 1)

been signing contracts with Westinghouse on a year-to-year basis. Her last pact ran out Oct. 1, but another short-term contract was signed at that time to carry her through the elections, she explained.

■ Miss Furness hasn't completely severed relations with Westinghouse, however. A current agreement calls for her to serve as a consultant and make personal appearances for the company during the next three years.

As to other offers, Miss Furness said, "I would be out of my mind to turn down an opportunity to deliver other commercials" if the job seemed interesting enough. "But I wouldn't tie myself up again as I did with Westinghouse," she added.

"I don't object to delivering commercials, but I want to act as a personality," Miss Furness explained. Before her television debut, she had been an actress in motion pictures and on Broadway.

Miss Furness said she would like to get a tv show of her own, something of the interview or informative type, preferably on the local level because "that's where most of the imaginative work" is going on now. She probably could deliver the commercials on her own show, she added.

■ Meanwhile, a Westinghouse executive admitted only that the company contract with Miss Furness had expired and that the company was still negotiating with her about the possibility of her continuing as its spokeswoman. Judging from Miss Furness' comments, however, her mind is made up, and this is one time that Westinghouse can't be sure.

The company will have to find a replacement rather quickly. Starting Jan. 6, 1961, it will sponsor a new show on NBC-TV, "Westinghouse Playhouse," starring Nanette Fabray and Wendell Corey. #

AMA Sets March Confab in Rome to Form Federation

March 20 has been set as the date for a week-long meeting in Rome of representatives from the various marketing associations throughout the world to discuss a proposed Federation of Marketing Associations. The international federation would have only associations as members for the purpose of exchange of marketing information and knowledge. The idea was approved early this year by the American Marketing Assn. board, and Dr. Donald R. Longman, vp, J. Walter Thompson Co., New York, was asked to investigate its feasibility and acceptability by marketing associations in other countries.

A tentative constitution has been drafted. Dr. Longman and possibly two others will represent the AMA at the Rome meeting.

C-C Buys WMGM, New York

Crowell-Collier Broadcasting Corp., a subsidiary of Crowell-Collier Publishing Co., signed a contract for the purchase of WMGM, New York, from Loew's Theaters for $10,950,000 (AA, Oct. 17). The purchase is subject to the usual FCC approval. Crowell-Collier also is awaiting FCC approval for the purchase of WGMS, Washington, from RKO General.

Trevarthen Named NBC VP

William H. Trevarthen, director of television network operations for NBC, New York, has been elected a vp.

PACKED IN SILVER—*Celebrating its silver anniversary, Delvale Dairies, Baltimore, is bringing out its ice cream in a special silver-foil carton. Delvale's new sales slogan proclaims that its product is "so good it had to be packaged in silver."*

4 Texas Dailies Organize Third Discount Group

DALLAS, Nov. 9—A third Texas newspaper group was organized this week when it was disclosed that four northeastern dailies—all members of the Texas Harte-Hanks group of nine newspapers—joined to offer a package buy for national and regional advertisers.

The new group, to be known as the Northeast Texas Market Group, is composed of the *Denison Herald*, *Greenville Herald-Banner*, *Marshall News Messenger* and the *Paris News*. The line rate adopted by the new group is 33¢, which represents a saving of 20% when compared to individual rates. Advertisers must buy all four dailies to qualify. Advertising in the group may be bought through Texas Harte-Hanks Newspapers.

■ Two other Texas newspaper groups were reported last week (AA, Nov. 7). They are the Texas Group, composed of the *Beaumont Enterprise & Journal*, *Fort Worth Star-Telegram*, *Houston Chronicle*, *Dallas Times-Herald*, *San Antonio Express* and *News*, and the *Corpus Christi Caller-Times*. A second group composed of the *Dallas News*, *Houston Post* and *San Antonio Light* is in the planning stage.

Her Majesty Underwear, Rejuvia Beauty to Levine

Rejuvia Beauty Laboratories, New York, has appointed Mervin & Jesse Levine Inc., New York, to handle advertising for Flame-Glo lipstick and nail polish. Norman D. Waters Associates, New York, is the former agency of record. At the same time, Her Majesty Underwear Co., Maulden, S.C., manufacturer of lingerie and sleepwear, has appointed Mervin & Jesse Levine to handle its advertising. Henderson Advertising Agency, Greenville, S.C., is the former agency of record.

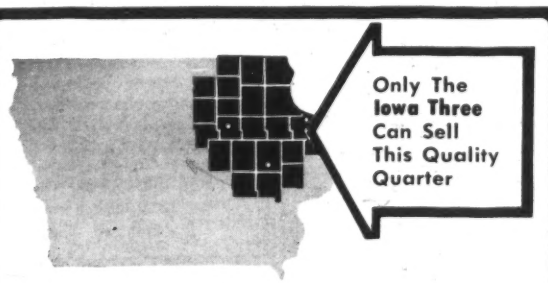
Schneider Adds 2 Accounts

Masco Surplus Corp., Brooklyn, distributors of unused surplus diesel engines and parts, and Canterbury Belts Ltd., New York, manufacturer of men's belts, have appointed Joseph P. Schneider Inc., New York, to handle their advertising.

Bishop to KHOW, Denver

Frank Bishop, former managing director of KFEL and KFEL-TV, has been appointed manager of KHOW, Denver radio station.

"I kept telling him that without The Iowa Three you miss over 25% of the market!"



QUALITY QUARTER QUIZ

We're playing the game a little different today. Here are the answers; you ask your own questions when you look into Iowa's many markets.

A. The Quality Quarter's 742,600 people make up 26% of Iowa's total population.

A. The Quality Quarter contains 218,950 households, 25% of Iowa's total.

A. The Quality Quarter accounts for 27% ($1,027,119,000) of Iowa's total retail sales.

A. The Quality Quarter's Consumer Spendable Income of $1,232,389,000 is 26% of Iowa's total CSI.

A. The Iowa Three's daily circulation of 152,845 reaches 62% of the households in the Quality Quarter.

A. The Des Moines Register & Tribune reaches only 18% of the households in the Quality Quarter daily, with a circulation of 39,721.

A. Daily circulation is far more important than Sunday, because 80% of national r.o.p. advertising runs daily.

A. Each of The Iowa Three group newspapers alone carries more total daily retail display advertising linage than either the Register or Tribune.

We've got many more answers to your questions about Iowa markets, Des Moines' so-called "state-wide" papers, and The Iowa Three. Just direct your questions to your nearest Iowa Three representative.

Color availabilities: Four-color in Cedar Rapids and Waterloo; Spot-color in Dubuque.

Don't make the same mistake of drawing conclusions without checking facts. Now, there's nothing wrong with slogans — *if* they're based on firm facts, not fanciful figures. We're talking, in particular, of a current media slogan that boldly proclaims that one state is one market. A noble thought. Yet it is our understanding that there are 50 states, 242 metropolitan markets . . . and *none of these states is one market . . . and none of these markets is one state!*

Let's look at Iowa. Great state. Grows corn, processes meat, makes tractors and electronic equipment and many other products. A profitable marketplace. And it takes *more* than one or two newspapers to reach Iowa's many markets. For example, only The Iowa Three group of newspapers can sell the Quality Quarter. And the 22 counties in the Quality Quarter make up over 25% of the Iowa market. We've got other facts, too. Just shift your eyes to the left and take our Quality Quarter Quiz. It will prove why Iowa isn't complete without the Quality Quarter . . . and you can't cover the Quarter without The Iowa Three.

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. • Jann & Kelley, Inc. • Story, Brooks & Finley

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 **49,928**

HELP WANTED

WFMY-TV, Greensboro, N. C., has excellent opportunity for a smart promotion-public relations man to head its Promotion Department. This must be a man with broadcast promotion experience to head a four-person department, one familiar with layout, a capable writer, and research-minded. Submit application with full information on experience, samples of work, and photograph to General Manager, WFMY-TV.

MOLENE PERSONNEL SERVICE
publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

SALES PROMOTION MANAGER
National manufacturer building products needs man adept all phases adv. and sales promotion. Position involves development and supervision national and trade advertising, promotional literature, displays, catalogs, trade shows, dealer sales meetings. Chicago location. Salary open. Send resume to
Box 4304, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE
Mr. Love
f. w. BARNHOLDT & Associates
185 N. Wabash Chicago 1 FR 2-0115

Wanted by a top regional Atlanta advertising agency—a creative copy writer under 35 years of age. Must be able to contribute ideas and write copy for a variety of clients appealing to both trade and consumers. Experience in broadcast and print copy necessary. Salary open. Send complete resume which will be held in strict confidence.
Box 4305, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

ADVERTISING SALESMAN. Some experience in consumer magazine field required. Chicago area and Midwest territory. Please give complete resume in first letter. All replies will be held in strict confidence.
Box 4261, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD PERSONNEL
THE GRAPHIC ARTS CENTER-FOR-
Advertising, Artists, Editorial, Print-Radio-TV Sales and Experienced Office Personnel for the Advertiser, Agency & Studio
M. Barnard Mr. Pollard Beth Turnbull
Female Male Artists
WA 2-2306 220 So. State St., Chgo. 4, Ill.

PUBLICITY-P.R. MAN
For prominent, well-established national association in sports and recreation field. Work on publicity (tournaments, etc.), promotions, membership literature, and varied assignments. Should have journalism schooling and sound experience. Association background not necessary, but energy, ideas and good personality are musts. Excellent future for younger man (under 40). Light travel. New headquarters building in N.W. Chicago suburb. Mail detailed resume, salary requirements and photo to: **Publicity, 111 So. Washington St., Park Ridge, Illinois.**

Creative Copy Director
If creativity is your creed—if you can spark our present and future copy staff with a fresh imaginative approach that makes people buy—if you are under 50, with plenty of seasoning and administrative ability—if you can work with crack creative personnel on the contact side—then you are the man we'd like to meet.
We are a substantial, long established mid-America agency with a wide diversity of accounts.
Profit sharing trust and stock participation plan available. Salary open.
Write giving full record. Include late photo. All communications held strictly confidential.
Box 472, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS
Seasoned newspaperman offers taste and economy for Chicago clients.
PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1359, Chicago 90.

Hard hitting and successful space salesman, Managerial level. Past history of producing Big business. Will travel. Salary or commission. Available immediately.
Box 4303, ADVERTISING AGE
630 Third Ave., New York 17, New York

AGENCY COPY WRITER
Broad experience varied accts, industrial & consumer. Ads, much collateral, some TV, PR. Also handle client contact & art-prod'n supervision. L.A. area only. Available now.
Box 27 R 923, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

COPYWRITER
10 years with 4A agencies writing for top national accounts in all media. Excellent background in food, drugs, transportation. Upped sales 22% with last campaign. Recent copy citation.
Box 27 R 885, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING MANAGER OR ASSISTANT
Successful agency account executive and writer, with 13 years' experience on several of the country's largest business and industrial accounts, realizes that real challenge of his profession lies in planning and direction of advertising and marketing within the company framework. Have planned and written advertising and sales promotion for industrial lubricants, fuel oil, chemicals, business copying machines, drafting and reproduction equipment, food packaging, brewery consultants. Age 42. Married. B.S. in Industrial Journalism with 2 years' credits in Chemical Engineering.
Box 4306, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERT FREE LANCE COPY.
Fresh approach. All print media, TV and radio collateral. Fast orientation for any product or service. 20 yrs. agency exp. **W. Wallace, 1520 Olive, Chicago 26 Phone SU 4-1484 days or evenings.**

ADV & SALES PROM PACKAGED GOODS EXP.
Young, intelligent, aggressive; creative & administrative abilities. Fully exp'd and can take over Sales Prom Dept. Also handle ad mgr job. Will relocate, married. 5 figure salary.
Box 4307, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Salesman-Trade Paper. Radio & Outdoor exp. selling nat'l & regn'l accounts.
Box 4308, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHING AIDE OR MANAGER
All editorial skills, strong production, space sales, promotion, direct mail, budgets; plus PR, TV, films; cost-conscious coordinator, administrator. Now No. 2 on trade pub. $14,000 range. For resume write **P. O. Box 1992, Grand Central Station, NYC.**

AVAILABLE RIGHT NOW FOR MFR. OR AGENCY
Copy-oriented ad and promotion man. Currently AE with 4A agency. 10 years industrial experience, both agency and manufacturer. Excellent background and references.
Box 4309, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RECENT (55) PhD IN PSYCHOLOGY wants to learn research ropes. PhiBK, Sigma Xi; Bilingual; realistically prepared to make haste slowly.
Box 4269, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXCELLENT MEDIA SPECIALIST
Due to circumstances beyond his control, our Media Director is now available. Here is one of the few men thoroughly familiar with all types of media and we highly recommend his services. Fourteen years in planning and buying for diversified groups of national and regional accounts. Agreeable to relocate. Box 474, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

REPRESENTATIVES AVAILABLE

MIDWEST REPRESENTATIVE
Young (30) well established, aggressive, Chicago office 5 years experience seeks trade or industrial publication.
Box 4310, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.
Box 4311, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

PUBLICATION FOR SALE
This national monthly business magazine, with an audited circulation of approximately 15,000, serves a dynamic multi-billion dollar industry. Largest circulation in its field; proven readership. Requires only a modest investment. Principals only, please write for details.
Box 4312, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOR SALE
Specialized Electronics publication now in 5th issue and doing business on a better than $40,000 per year basis net after agency commissions. Low cost, high profit potential. Valid reason for selling. Full price: $20,000 cash. For further information write
Box 4313, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MISCELLANEOUS

FIFTH AVENUE & 42ND STREET
Partitioned space available in private office. Furnished. Air-conditioned. Share Secretary. Ideal for Adv. or Mfg. Sales Rep. Reasonable. **LOngacre 4-7180.**

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **DECISION, INC 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

the copy shop
MU 3-1455
270 madison ny 16
Copywriting Studio Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind — any medium

MARKET RESEARCH DIRECTOR
6 years experience in consumer market research; 2 years overseas; Have planned and directed major market research programs; Have worked on national accounts with leading research agency; Proven ability to report study findings clearly and concisely; Desires challenging position in northern N. J.-New York area; Age, 31; Married; Presently employed; For further information write Box 473, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING

The nation's number one advertising placement agency. We offer coast-to-coast service.

COPYWRITER $12,000
Ad agency requires good electronic experience including technical writing and copy—some contact.

MANAGING EDITOR $11,000
Publication experience in home and farm products. Capable administrator. Copy chief responsibility.

RADIO NEWS DIRECTOR ..... $ 9,000
Must be experienced—capable. Supervising dept. Write-edit. own commentary.

COPYWRITER ..... $8,500-$9,000
Experience writing good copy for catalog. With background in building materials, chemicals.
Contact Earl Wooton on above.

ACCOUNT EXECUTIVE $22,000
Heavy marketing planning background to supervise key building materials account for well known ad agency.

ACCOUNT EXECUTIVE $16.000
Solid experience in electronics for highly rated ad agency. Outstanding potential for qualified candidate.

MARKET ANALYST ..... $13,000-$15,000
Experienced in tire, home products, market planning both industrial and consumer for large manufacturer.
Contact B. L. Clem on above.

ART DIRECTOR ..... $10,00-$12,000
Creative design, layout, direction/art dept. administration, client contact—large agency.

MARKET-MEDIA RESEARCH ..... $ 8,000
Degree in Business Administration or Marketing. Some research in consumer field.

THREE COPYWRITERS
1—Radio, Phono, Housewares $7,500
2—Heating and Architectural Products 8,000
3—Automotive 9,000
Contact Marion Mills on above

DRAKE PERSONNEL INC.
29 East Madison Bldg., Chicago 2, Ill.
Financial 6-8700

WANTED YOUNG A. E.
with 50,000 to ? billing, must know copy. Opportunity to own part of a young, progressive ad agency. Write 471, Advertising Age 200 E. Illinois St., Chicago 11, Illinois.

Our 49th Year

COPYWRITER—growing mid-west Agcy—consumer exp. pref. $10,000
ASST. ADV. MGR.—Book pub. Creative copy plus some prod. 8,000
MEDIA RESEARCH MAN—excel. potential expanding agency 7,000
LAYOUT ARTIST—chain store exp. pref., S.W. locale 6,500
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

SUCCESSFUL SALESMAN— OUTDOOR AND RADIO ADVERTISING
Desires better opportunity for increased business and higher earnings. Aggressive sales efforts have resulted in excellent record on National, Regional and Local levels. My company has knowledge of this ad. Chicago area preferred. If your firm has need for a successful salesman to help produce business, **write me in confidence, to: Box 470, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.**

DON HARRIS NEEDS:

A.E. deep-rooted in merchandising out where pens, watches, cameras, etc. are sold. Just possibly could be now on client side in marketing (but not sales only). Depending on man, age and experience. ..... $15-$18,000+

GROUP FOOD-RETAILING EXECUTIVE. Voluntary experience; corporate experience a plus more important later. Merchandising — advertising — promotions. Management-type men in 30's. ..... $12-$15,000

MEDIA DIRECTOR. Major branch of a top-layer agency. All media. Marketing-oriented. Long silky fringes. ..... $12-$14,000

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago. WA 2-9400

PUBLIC RELATIONS
We are adding to our staff and need a capable writer. Background should include newspaper or press association plus publicity writing. Sales personality desirable. Age 28-32. Send complete resume to
NATIONAL LP-GAS COUNCIL
1515 Chicago Avenue
Evanston, Illinois

PUBLICATIONS FOR SALE
Published in Los Angeles — An ideal combination
A monthly with editorial, classified and display advertising. BPA audited and national circulation. The other published twice a year is the only directory of advertising agencies on West Coast, often referred to as "the bible of the industry". Carries advertising for graphic arts publications, display and advertising agencies. Will sell for cash or part cash and terms.
Box 27 R 883, ADVERTISING AGE
4041 Marlton Ave.
Los Angeles 8, Calif.

SOUTHERN CALIFORNIA RADIO STATION NEEDS RADIO PROMOTION MANAGER STRONG ON WRITING AND EXPLOITATION
Must be imaginative and able to follow through on ideas that will assure top rating. You will be working with pros in one of America's most beautiful stations. Rush resume including starting salary, when available, etc. Resume will be treated in complete confidence.
Box 27 R 884, ADVERTISING AGE
4041 Marlton Ave.
Los Angeles 8, Calif.

Maturer Families Buy Most Mixers, Toasters: 'Tribune'

CHICAGO, Nov. 8—The best customers for kitchen mixers and toasters in this city are families whose heads are between the ages of 35 and 54, according to a study just released by the *Chicago Tribune's* research department.

Households with heads in this age bracket (less than 50% of the households in the market) accounted for 69.9% of the purchases of kitchen mixers, and 55.6% of toaster purchases.

Households headed by persons under 35 accounted for 23.4% of the kitchen mixer purchases and 25.9% of the toaster market. Persons older than 55 bought only 11.7% of the mixers and 18.5% of the toasters, the study revealed.

■ Families with annual incomes of $8,000 or more (less than 30% of the total households in the area) accounted for 47.3% of mixer purchases during the past 12 months and 34.3% of the toaster purchases during the same period, according to the study, which was conducted among 2,956 metropolitan Chicago households. #

Campbell-Mithun Names 12 in Series of Appointments

In a series of promotions Campbell-Mithun, Minneapolis, has promoted Bob Jones to account director of Pillsbury family flours; Richard Johnson account director in charge of all Pillsbury product development in the grocery, bakery and institutional lines; Jim Hansen account director on Trane Co. and Minnesota & Ontario Paper Co.; and Jim Luther account executive in charge of Pillsbury refrigerated products. Other promotions include Manuel del Mercado to account executive on Nash's coffee; Dick Wiltz a member of the Pillsbury Flour group; Don Hufford account executive of Pacific Gamble Robinson; Bill Toevs account executive on Northwestern National Bank; Bill Howard account executive on Northern States Power; and Paul Ingvaldson tv director in the East.

At the same time Kermit Downs, formerly assistant director of the Louisville Art Museum, has joined the agency as an art director, and Maynard Greenberg has joined C-M as creative research supervisor. Mr. Greenberg was formerly market research manager of Marplan, New York.

Hiram Walker Names Biddle to Handle New Bourbon

Hiram Walker Inc., Detroit, has appointed Biddle Co., Bloomington, Ill., to handle advertising for its new straight bourbon, Hiram Walker's Private Stock. The product, an 86 proof bourbon, aged for six years, will be introduced market by market, with the initial introduction taking place in Kansas and the Sacramento area the week of Nov. 14.

Davidson Fan to Simonds

Simonds, Payson Co., Boston and Portland, Me., has been appointed by Davidson Fan Co., Newton, Mass., as its agency.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

SAN FRANCISCO AD AGENCY CAN REPRESENT YOU IN CALIF.
We are staffed and prepared to represent out-of-state advertising agencies or advertisers in San Francisco and California. For Details:
Joseph Pedott Advertising Agency
Suite 512, 693 Mission Street
San Francisco 5, California

COPYWRITER

Rapidly growing Chicago agency can provide excellent future and immediate opening for experienced writer with decided bent for industrial copy—chemicals, plastics, paint, architectural products. You'll start in our creative copy group and quickly demonstrate your ability to become copy chief. We'll match your talent with top creative people—and we'll meet your future aspirations financially or otherwise. Send resume. Box 475, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ENCORE! ENCORE—*Steinway shares honors with its agency, N. W. Ayer, in this spread in Music Trades.*

Steinway, Ayer Celebrate 60 Years of Marriage

PHILADELPHIA, Nov. 8—Steinway & Sons, maker of the famous Steinway pianos, shares the spotlight with its agency, N. W. Ayer & Son, in a b&w spread in the November issue of *Music Trades Magazine*. The ad commemorates the 60-year association of Steinway and Ayer as client and agency.

Illustrated with small reproductions of 25 representative Steinway ads appearing since 1900, the trade ad is headed, "60 Years of Steinway Advertising." In the upper left hand corner, the ad points to "Another Steinway Anniversary—60-Year Association in Advertising with N. W. Ayer & Son."

The early ads in the series made a florid appeal for attention by using ornate borders and typography reflecting the Victorian era. The language is a bit restrained. A 1900 ad is simply headed, "A Side Line of Pianos," and calls attention to the fact that Steinway had taken an event that was taken as an indication that American craftsmanship had come of age.

In a 1905 ad, Steinway decried what it considered an unwholesome trend. "Commercialism," the headline stated, "Is the Bane of the Times." That same year, Steinway began to associate its name with famous artists. The first ad in a campaign that still is running was a brief testimonial signed by Ignace Paderewski and headlined, "Paderewski and the Steinway Piano."

■ In 1920, the association of Steinway with famous artists brought about one of advertising's most famous slogans, "The Instrument of the Immortals."

During the next 20 years, Steinway advertising made heavy use of oil paintings specially commissioned for the series. One of these, "Tristan and Isolde," by Harvey Dunn, appeared in 1927 in the first four-color spread ever published by *The Saturday Evening Post*. In the '40s and '50s, the stress shifted to realistic photography showing both famous artists and children at the Steinway keyboard. A 1959 ad features Van Cliburn playing the "Instrument of the Immortals."

■ Paul Darrow was art director for the anniversary trade ad. He has worked on the Steinway account at Ayer for more than 30 years. Copywriter is Horace Ervin, who has been writing Steinway copy since 1952.

The Steinway anniversary is the second major milestone passed by Ayer this year. In August, it celebrated 50 years as advertising counsel to P. H. Hanes Knitting Co. Ayer also has served American Telephone & Telegraph Co. since 1908, and International Correspondence Schools since 1896, with a brief interruption early in this century. #

His Majesty Emperor William

as everybody now knows, has paid the highest tribute to American inventive genius and artisanship by ordering an American yacht. What the general public perhaps does not know is that fully ten years ago the Emperor purchased a Steinway piano for his own personal use. After testing its merits he was so impressed and delighted that he summoned the late William Steinway to a personal interview, and conferred upon him the Order of the Red Eagle, subsequently appointing us Imperial Manufacturers to his Court. All this notwithstanding the fact that a great number of very excellent pianos are produced in Germany. We leave it to the American public to form its own conclusion.

STEINWAY & SONS

General Warerooms, Steinway Hall, 107 and 109 East 14th Street. Uptown Warerooms, Windsor Arcade, 5th Avenue and 46th Street.

MAJESTY—*This ad ran in 1902 to announce a purchase of a Steinway piano by Kaiser Wilhelm of Germany 10 years before he bought his American yacht.*

many pianos in trade for new instruments, and therefore had a good selection of used pianos to offer.

In 1902, a Steinway ad announced that his majesty, Emperor William of Germany, had purchased a Steinway piano 10 years earlier. The ad was designed to capitalize on publicity about the emperor's acquisition of an American yacht.

WILLIAM L. WRIGHT

ROCHESTER, N. Y., Nov. 8—William L. Wright, 75, founder and former president of Wright Advertising, died Nov. 6 in his home here. Mr. Wright, who founded the company in 1928, became board chairman when he retired in 1953 and turned over the business to his sons, Robert E., Albert L. and Richard C.

Robert Wright is president and Albert is secretary-treasurer. Richard, with the agency for a short time as vp, is with the Naval Reserve in San Jose, Cal.

Mr. Wright came to this country from Canada in 1905. For a number of years he was advertising manager of Paper Machine Co. in Shortsville.

CHARLES W. BECK JR.

PHILADELPHIA, Nov. 8—Charles W. Beck Jr., 82, honorary board chairman of Beck Engraving Co., died Saturday at his home here.

Mr. Beck developed the first four-color printing process for magazines in 1914, and many subsequent methods used for four-color plates were the results of his discoveries. Beck Engraving Co. was founded in 1896 by his father.

JOHN W. MOORE

TORONTO, Nov. 8—John Waddell Moore, 63, retired advertising and sales promotion manager of Maple Leaf Milling Co. Ltd., died here Nov. 4. He was a past president of the Assn. of Canadian Advertisers.

ARTHUR C. KYLE SR.

SYRACUSE, Nov. 8— Arthur C. Kyle Sr., 78, president of Syracuse Broadcasting Corp., owner of Station WNDR, died Nov. 4 after a long illness. A native of Monticello, he was a former special county judge in Sullivan County. Among his survivors are two sons, Arthur C. Jr., general manager of WNDR, and David, secretary-treasurer of WPDM, Potsdam, N.Y.

JOE TOLE

NEW YORK, Nov. 8—Joe Tole, 45, formerly production manager of advertising and sales promotion for CBS Radio, died Nov. 2 at his home after a long illness. He resigned this year from CBS. #

Two Watson Books Drop All Bleed Charges

Effective with November issues, *Modern Railroads* and *Appliance Manufacturer* are eliminating all bleed charges in their rate schedules.

Byoir, Railroads Lose $225,000 Judgment to Trucker

WASHINGTON, Nov. 8—Riss & Co., a Kansas City trucking company, last week was awarded $225,000 in U.S. district court here as the company won its multi-million dollar cross-suit against 23 railroads, four rail associations and a public relations company.

Losers in the case were the Pennsylvania Railroad; the Assn. of Western Railways; Traffic Executives Assn.-Eastern Railroads; Railroad Presidents' Conference; and Carl Byoir & Associates. The other defendants were cleared by the jury.

■ The jury found that the defendants conspired to lobby against Riss & Co. to prevent the trucking company from hauling government explosives. Riss had asked for $90,000,000 in damages. The defendants had filed a counter-claim against Riss for $100,000,000 (AA, Jan. 18). #

Vales, Young Join Burnett

George L. Vales, a program supervisor with NBC, has been named program producer by Leo Burnett Co., Chicago. He will be in the agency's New York office. Scott Young, former manager of videotape production, WBBM-TV, Chicago, has been appointed program supervisor in the Burnett program department.

Haff Joins Waukegan Radio

Wilton C. Haff, former account executive and marketing supervisor with Batten, Barton, Durstine & Osborn, has joined WKRS, Waukegan, Ill., radio station, as pr director in charge of research, marketing and merchandising.

Burton Browne Adds Office

Burton Browne Advertising, Chicago and New York, has opened a western office at 465 E. Union St., Pasadena, Cal., and appointed George Balsam, an electronic advertising specialist, general manager of the new office and vp.

De Natale to Carborundum

A. Richard De Natale, former director of graphic design of Reynolds Metals Co., has been appointed manager of the recently established graphic design branch of the marketing division of Carborundum Co., Niagara Falls, N.Y.

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age—and watch the action! Your message gets results because it's read by over 177,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z\ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Youngstown Sheet Sets $1,300,000 Ad Budget for '61

(Continued from Page 1)

advertising, is based on one of the broadest and most ambitious market and media evaluation programs ever undertaken by an industrial advertiser, Mr. Farragher said.

The company suspended all product advertising this year in order to run a $500,000 corporate image building campaign in such publications as *Business Week, Forbes, Fortune, Iron Age, Purchasing, Steel* and *U.S. News & World Report* (AA, Feb. 1). This decision resulted from an attitudes research project by Erwin Wasey, Ruthrauff & Ryan, Chicago, the company agency, which disclosed a need to increase recognition of Youngstown as one of the nation's major steel producers.

When the media study began last January, space contracts with 36 trade and industrial publications were suspended. In most cases, the move shattered an unbroken chain of advertising dating back nearly 40 years. Publishers of these publications, and also publishers of 50 other publications which had not been on Youngstown's traditional media list, were invited to make one-hour presentations to the Youngstown management.

The publishers were asked to present certain specific information in their presentations such as current and forecast market data for markets covered by their books, historic and present editorial and publishing philosophies, an analysis of circulation as it pertained to Youngstown markets and product mix, information on advertising placed by Youngstown competitors, and a current publisher's statement, plus any duplication and readership studies.

■ During May, June and July, members of Youngstown's management heard an average of two publishers per day. Following are some results of the media study, as listed by Mr. Farragher:

1. It enabled the company to meet and obtain from the publishers and their representatives much valuable, current market information.

2. The efforts made by the publications to orient their presentations to company needs made media selection far easier.

3. The action of many publications, and a significant trend, to relate their circulation coverage to the U.S. Department of Commerce's Standard Industrial Classification. Mr. Farragher added that many publications still make no attempt to provide this kind of data, especially the large circulation books.

4. The fact that sales and advertising management sat down together to hear the media presentations acted as a catalytic agent—it lent momentum to Youngstown's marketing program. In fact, where two or three product sales managers were brought together by one publisher, they realized, perhaps for the first time, what a united sales package they had to offer a single market. This kind of thinking was stimulated by the media sessions.

5. Since the company was not currently advertising in the 35 product books it reviewed, there was an equality injected into the evaluation which would not have been possible had the company not suspended its product advertising for one year.

6. Youngstown feels there is a crying need for a single audit and a good first step toward that is requiring every publication in the future to submit an Assn. of Industrial Advertisers media form.

7. Those publishers who leaned heavily on the abilities of their editors and the drawing power of the editorial format of their books placed high in Youngstown's survey.

■ All 85 publications which participated in the media evaluation were notified by letter today which ones were chosen for Youngstown's 1961 media list. Mr. Farragher said that 32 books have been picked to carry the company's advertising next year.

"Our message this coming year will marry corporate identity to hard product sell in a single, dramatic campaign designed to increase our penetration of the automotive, oil producing, gas transmitting, packaging, construction and general metalworking markets," Mr. Farragher said. #

Franklin Buys WEW

Franklin Broadcasting Co., Ft. Lauderdale, Fla., has purchased WEW, St. Louis, said to be the second oldest radio station in the U. S., from Barrington Co. for a reported $600,000. The buy is subject to the usual FCC approval. The Franklin company earlier this year added WWOM, New Orleans, and KOME, Tulsa, to its list of radio stations, which also includes WMIN, St. Paul; WLOD, Ft. Lauderdale; and KRIB, Mason City, Ia.

Douglas C. Miner Honored

Douglas C. Miner, advertising manager and member of the board of directors of E. F. Houghton & Co., Philadelphia, has been named an honorary member of Eastern Industrial Advertisers for rendering outstanding service to the association and to industrial advertising. Mr. Miner, in advertising for over 35 years, is a past president of EIA.

TRAVELING SHOW—*This 7x9' display of Bogen-Presto and University hi fi components accompanies Fred Waring and the Pennsylvanians on their current 65-city concert tour. The display is set up each evening in the lobby of the theater where the Waring group is playing, and local dealers give live demonstrations before and after the concert and during intermission.*

TV Frequency Increases Sales, NBC Studies Show

NEW YORK, Nov. 9—Do heavy frequency schedules really pay off for television advertisers?

Judging from an NBC research department report, a consistent use of television not only results in greater slogan identification and a better opinion of the advertised brand but in increased purchases by the viewers. These findings were revealed by NBC in a report based on several previous tv impact studies made by the network.

The NBC study showed that viewers of a show sponsored by Texaco could better identify the "Tower of Power" slogan with the gasoline company. Thirteen per cent of the non-viewers correctly identified the slogan, compared with 21% of the occasional viewers and 31% of the frequent viewers.

■ Another NBC survey showed that 33% of frequent viewers of Proctor-sponsored shows said that they would consider buying a Proctor ironing board, compared with 26% of the occasional viewers queried and 16% of the non-viewers. Thirty-one per cent of the frequent viewers of Admiral-sponsored programs considered Admiral television sets a "good make," while 25% of the occasional viewers and only 10% of the non-viewers thought so.

A quiz for Ford-sponsored NBC programs showed that 29% more of the light viewers than the non-viewers rated Ford as "one of the best" cars. Also compared with non-viewers, 129% more of the moderate viewers and 157% more of the heavy viewers rated Ford in that category. Another test of a car-sponsored program showed that 12.2% of the non-viewers bought the advertised make, as against 59% of the total viewers and 80% of the frequent viewers.

Among viewers of daytime programs sponsored by Pond's 31% of the frequent viewers reported having Pond's cold cream in their homes, as against 26% of the occasional viewers and 22% of the non-viewers. #

'Valley Times' Names Burgeson

Edward H. Burgeson has been appointed advertising director of *Valley Times Today*, North Hollywood, Cal. Prior to joining the newspaper's advertising department three months ago in an advisory capacity, Mr. Burgeson was retail vp of the Bureau of Advertising of the American Newspaper Publishers Assn. He succeeds Hal Lindley, who resigned.

Chernow Affiliates With Atlantic Bernstein Agency

NEW YORK, Nov. 10—Sam Chernow, specialist in women's fashion tie-in promotions, has affiliated his company, Chernow Advertising Agency, with Atlantic Bernstein Associates.

He will operate the Chernow Sales Promotion Co. division, to develop and merchandise fashion tie-ins both within and outside the fashion industries. Mr. Chernow said the division would also service other advertising agencies and public relations companies with fashion-coordinated programs.

He brings with him a group of accounts billing a reported $300,000, including Sporteens, Korday, Young Modes, Eagle dress, and Flexees.

■ Mr. Chernow entered the agency field following work as an exploitation director in the motion picture industry. He has been noted particularly for originating fashion tie-in campaigns for a long list of diverse advertisers. Among them have been Kent cigarets, Pontiac cars, Ban deodorant, United Fruit Co. and Merrill Lynch, Pierce, Fenner & Beane.

At various times since 1943, when he was not running his own independent operation, Mr. Chernow has been with Williams Advertising, where he was board chairman, and Lester Harrison Inc.

Atlantic Bernstein Associates, itself the result of a recent merger, is a general agency but has been identified in the past with tie-in campaigns in the toy, textile and men's fashion industries. #

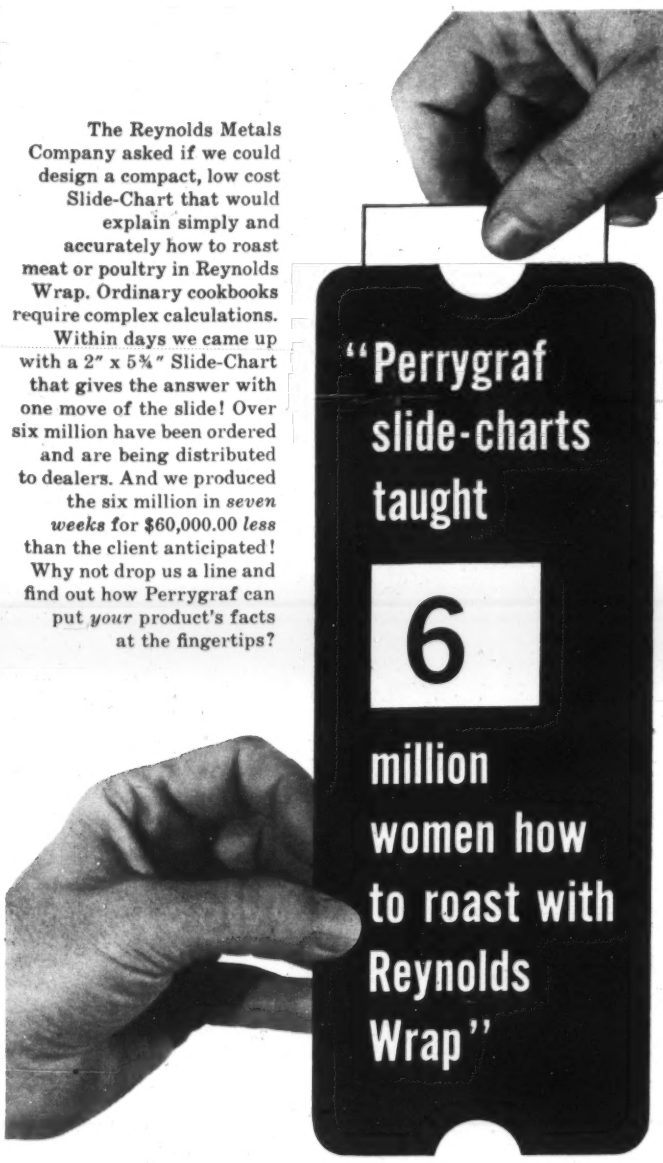
Bleich Named Dole Marketing VP; Curry Succeeds at C&H

C. Harry Bleich, vp in charge of sales of California & Hawaiian Sugar Refining Corp., has been named to the new post of vp and marketing director of Dole Corp., San Jose, Cal., effective Jan. 1.

C. Harry Bleich

James P. Curry Jr., Southern California manager of California & Hawaiian Sugar Refining Corp., has been transferred to San Francisco as vp in charge of marketing, succeeding Mr. Bleich.

The Reynolds Metals Company asked if we could design a compact, low cost Slide-Chart that would explain simply and accurately how to roast meat or poultry in Reynolds Wrap. Ordinary cookbooks require complex calculations. Within days we came up with a 2" x 5¾" Slide-Chart that gives the answer with one move of the slide! Over six million have been ordered and are being distributed to dealers. And we produced the six million in *seven weeks* for $60,000.00 *less* than the client anticipated! Why not drop us a line and find out how Perrygraf can put *your* product's facts at the fingertips?



Perrygraf Slide-Charts are precision made in facilities geared to turning out hundreds–or millions. In any size order, delivery and prices will amaze you.

Here's how you can get this modern inexpensive sales tool for your company. Give us a word picture of the job your Slide-Chart is to perform. Give us necessary data sheets or catalog pages if that's convenient. Tell us who will use the Slide-Chart and what quantities you will need. No obligation, of course. We'll tell you how your Slide-Chart can be made, what it will cost and we'll show you comparable jobs we've done.

FREE – 36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

PERRYGRAF slide-charts
product facts at the fingertips
150-F S. Barrington Ave., L. A. 49, Cal.
1500-F Madison St., Maywood, Ill.

This Week in Washington . . .

U. S. Seeks New Supply of PR Men

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 10—Uncle Sam announced this week that he is in the market for "information specialists." That's his way of saying that there are public relations jobs available—and not enough talent to fill them.

The announcement has nothing to do with the fact that the Democrats are about to take over. There are substantial numbers of unfilled jobs now; and the civil service commission—which is supposed to drum up prospects—made up its mind several weeks ago that this was a good time to start looking.

The impending arrival of the Democrats will have its impact on one portion of the governmental public relations profession, however—the men in the top jobs.

■ As the election returns poured in Tuesday night (and Wednesday morning), career people were reminded that government public relations is a field where it doesn't pay to become too successful.

As long as they stay in the routine jobs—generally those paying less than $15,000—government information specialists are largely insulated from the winds of political fortune. But the most successful among them—those who move into the highest information jobs—generally have to relinquish the "protection" that goes with a civil service appointment.

Because these jobs usually involve confidential relationships with politically appointed policy makers, the top information jobs in most government agencies are non-civil service, and they may be rated for as much as $18,000 per year. In many instances the policy maker prefers to bring in his pr adviser from the "outside."

■ Frequently, however, a policy maker will prefer to promote one of the government's skilled pr veterans. He knows that the government man knows the ropes. From his fund of experience, he can help the unskilled political appointee avoid some of the boobytraps which are peculiar to public service.

Such an appointment is flattering to the career man, and of course the increased pay is welcome. Today, with the GOP beaten, however, he suddenly confronts the fact that the top layer of government public relations people can be dumped, along with the Eisenhower appointees it has been serving.

The "outsiders," who have been living by the sword, presumably were prepared to perish by the sword. The career men in the top jobs, however, face torturous weeks of uncertainty. For many of them will cling to the hope that incoming Democrats will cherish their know-how—and be merciful.

■ The information specialists which the civil service commission is seeking will not be serving as "confidential advisers" to "glamorous" Presidential appointees. These are career jobs in specialized information "chores," paying up to $15,000. At that level, a public servant can usually vote as he pleases—without fear that he is voting himself out of a job.

Since communication with the public is one of the major problems of government, the information specialist has emerged during the past 20 years as one of the skilled career branches of the civil service. Applicants are screened for aptitude in individual skills, such as the ability to handle press relations, prepare radio-tv scripts, develop an information program for a particular project. When a government agency needs an information specialist, it scans the rolls of the civil service commission and makes its selection.

■ For months, however, there has been mounting criticism of the "material" which has been available from the civil service rolls. It's been more than five years since the commission invited outsiders to consider the pr opportunities available in government. The commission has been shuttling "insiders" from one job to another, until it found itself under fire for trying to fit round pegs into square holes.

Behind the scenes there have been some strong opinions expressed. A top level pr executive requests an expert on radio-tv writing or the periodical industry. In many instances he finds the rolls are clogged with "eligibles" whose qualifications in the specialty he has in mind are doubtful.

In recent months there have been an increasing number of instances where jobs were left unfilled, rather than filled by someone lacking the necessary background. As the number of unfilled jobs increased, the pressure mounted for the civil service commission to open the rolls to newcomers.

■ Presently there are about 7,300 "information specialists" on the rolls of various government agencies. Nearly 4,000 of them are employed by the military services. The U.S. Information Agency is another big employer, with more than 1,300.

Now that the rolls are open, men and women who have five to six years of professional experience in various information specialties can qualify for jobs, here or abroad, paying between $6,435 and $8,955. For those with broader experience, there are "management jobs" that pay $10,635 to $15,030.

Individuals are rated on the basis of their background, disclosed in standard government employment forms. No formal examination is involved. Information is available at most large post offices or from the U.S. Civil Service Commission, Washington 25. #

Financial PR Assn. Elects 2

Vernon Schwaegerle has been named exec vp of the Financial Public Relations Assn., Chicago, and Wilson Parfitt has been named executive secretary. Mr. Schwaegerle joined FPRA in 1959 as executive secretary after 25 years with the American Meat Institute. He takes over the post formerly held by Preston E. Reed, who has retired. Mr. Parfitt also is associate director of the School of Financial Public Relations.

Pear Bureau Sets Drive

The Oregon-Washington-California Pear Bureau, Portland, will break a November-December campaign for fresh bosc and anjou winter pears from West Coast orchards Nov. 10 with radio spots on 72 stations in 30 cities. Theme is, "It's bosc and anjou pear season."

Cather Joins Bristol-Myers

Myers Bud Cather, formerly senior vp of Grant Advertising, Detroit, has joined Bristol-Myers Co., New York, as a marketing executive at the staff level.

Rosenfield Named VP

Jonas Rosenfield Jr., who is in charge of worldwide advertising and publicity for Columbia Pictures Corp., New York, has been promoted to vp.

TAKING A DIVE — *Receptionist Gayle Baker, dressed in skin-diving gear, is all set for her seahorse mission, slated for Nov. 14. So is the hippocampus seahorse.*

Live Hippocampi Push Presentation for Reiter-Ross

NEW YORK, Nov. 11—This is a seahorse tale.

When a small agency expands its services but still lacks general recognition, what can it do?

Reiter-Ross Inc., three-year-old advertising and sales promotion agency, has come up with a self-promotion which may not bring in business but certainly ought to attract attention.

On Nov. 14, a crew of eight actors and actresses decked out in full skin-diving gear will navigate Madison Ave. and environs delivering live seahorses to more than 50 prospective clients.

As a precautionary measure, the seahorses will be in glass aquariums, complete with water, aerators and coral formations. Not only don't they care to take a dry run through Madison Ave., but seahorses feel out of sorts unless they have something to wrap their tails around; therefore the coral —proof that beauty and utility do coexist.

■ An instruction booklet accompanies the seahorse, and in it is the donor's name—the only Reiter-Ross "sell" for now. Three subsequent mailing pieces, all keyed to a particular aspect of life among the seahorses, will carry news of the agency's various services.

Mimi Reiter and Mike Ross, agency principals, currently have about 15 clients, including portions of the Knabe Piano, Western Union, Coty, Talon and Takashimaya Japanese department store accounts. And they are the hottest agency in town for seahorse accounts. #

Olian & Bronner Elects Maurice Bronner President

Maurice H. Bronner has been elected president of Olian & Bronner, Chicago, to succeed the late I. A. Olian. Mr. Bronner formerly was exec vp. The agency also has added two executives. Robert C. Bullen, formerly vp of Don Kemper Co., has been named a vp. He also will have account supervision, planning and creative duties. Sheldon Riskin, formerly advertising manager of Alva Tranquil Co., has been named an account executive, specializing in the pharmaceutical field.

Olian & Bronner also named Elmer Silha, an account executive, a vp.

Maurice H. Bronner

Robert Bullen

'L.A. Mirror' to Offer National Ad Discounts

Effective Jan. 1, 1961, the *Los Angeles Mirror* will offer a "flexible" frequency and volume discount plan for national advertisers who will place six or more insertions during a 26-week contract period. The discounts range from a minimum of 2% to 15% for a schedule of full pages.

Jaycraft Resigns Teco Account

Jaycraft Co., Burbank, Cal., has resigned the account of Teco Inc., Burbank, maker of airliner seats and accessories, following the company's sale to a new management-owner group. The agency said that after several months of working with the new management it found its policies incompatible with its own.

Cowles Joins WNEW-TV

Symon B. Cowles, formerly director of advertising and promotion, WTTG-TV, Washington, has been appointed director of advertising and promotion of WNEW-TV, New York, replacing Hal Cranton, who joined WNTA-TV, Newark, N. J., in a similar post.

You Reach 1,433,000 Negroes Thru ROUNSAVILLE RADIO!

Rounsaville Radio programs to a positively receptive audience of 1,433,000 Negro customers with an annual cash income of more than 824 million dollars—AFTER TAXES! They'll spend 80% of it for consumer goods—name brand, quality products. The Negro market is rich and getting richer. But the ONLY way to get your share of this vital growing buying-power is through the medium preferred by 95% of all Negroes—Negro Radio! And, in six important metropolitan markets Negro Radio is Rounsaville Radio! Any budget you make for these markets must include Rounsaville Radio or you completely miss this $824,000,000 consumer group! Get the facts about Rounsaville's six number-one rated stations! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!

Personal Letter

To understand the Negro today is to know why Negro Radio is so singularly effective as a sales medium. Rounsaville Radio is more than dominant with the Negro—it carries an impact not possible in any other media. Our staff's friendly, Negro voices carry your sales message to our Negro audience at home, at work, in the car . . . wherever they may be. Proof of our Know-How is their quick, loyal response to those products advertised on Rounsaville Radio. Let us tell them about your products. Rounsaville Radio is one of the oldest and the *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

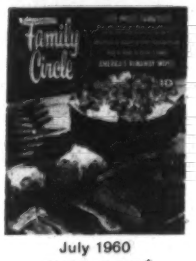
DORA-CLAYTON
Southeastern Rep.

FOR ADVERTISERS ONLY

Look what's been happening to circulation since Family Circle started its program of expanded service editorial for homemakers:

May 1960
124,000
ahead of May '59

June 1960
977,000
ahead of June '59



July 1960
526,000*
ahead of July '59

Aug. 1960
264,000*
ahead of Aug. '59

Sept. 1960
1,265,000*
ahead of Sept. '59

Oct. 1960
692,000*
ahead of Oct. '59

*Publisher's Estimate

We're beating last year's circulation by a big margin.
Nov. forecast: **6,000,000** . . .
Dec. forecast: **6,300,000**

FAMILY CIRCLE
FOR HOMEMAKERS ONLY

Also read our ad on page 110 of this issue.

High Court Holds 'Inviolable' Census Data FTC Sought

(Continued from Page 2)

uct sales information reported in the census would help prove its case.

Beatrice had resisted the FTC demand, contending that the file copies are entitled to the same sanctity as the originals in the census files. In the behind-the-scenes government discussions, Census Bureau said the carbon in the Beatrice file had been retained for the convenience of the government, for checking purposes.

■ Howard Grieves, assistant director of the Census Bureau, said today that the bureau is "breathing easier" as a result of the decision. Census officials have contended that companies might be unwilling to contribute sensitive information to the government statistical programs if the reports could be seized by anti-trust prosecutors.

Census Bureau argued that it had promised manufacturers that the information would be used only to analyze economic trends, and would not be made available to other government agencies.

■ FTC countered that Census Bureau was promising more immunity than it is authorized to give. The commission said it could find nothing in the law to provide immunity for carbons of census reports in company files. No one can stop an FTC subpoena, it claimed, unless he can cite congressional chapter and verse to back him up.

Census Bureau took the position that the carbon in the company's files could almost be regarded as government property—lodged with the company for the convenience of the government. But FTC shot back that if income tax returns can be subpoenaed, so can census information.

■ The difference, Census replied, is that taxes are compulsory, while much of the data collected by the Census Bureau can't be required by law. The bureau maintained that it has to provide manufacturers with assurance that their sales figures will be kept confidential, or it will be unable to print comprehensive statistics.

The court of appeals, in supporting the Census Bureau, ruled that "the U. S. has given its word and should be permitted to keep it." #

Do you want to get more of your signs "up" at the Point-of-Sale? Naturally! The big question . . . *how?* Hundreds of leading national and regional Point-of-Sale advertisers have found the best answer in years . . . in Meyercord's Pressure Sensitive Decals and DRI-MARK Films. The convenience and speed of waterless application make Pressure Sensitive Decal Signs popular with fieldmen and retailers alike. It's simply a few seconds' task to install Meyercord Pressure Sensitive Decals or DRI-MARK Pressure Sensitive Films on windows, doors or any surface. DRI-MARK is the new Meyercord development that identifies a wide variety of new materials and appearance factors . . . Mirro-Cals, Mylar, Vinyl-Mylar, Laminates and others. One or more of these new signs will find a welcome and effective place in your Point-of-Sale advertising program. Drop us a line . . . let a Meyercord salesman show you how leading advertisers are using DRI-MARK to promote the "new look" at the Point-of-Sale. No obligation, of course.

the MEYERCORD co.
Dept. V-201, 5323 West Lake Street, Chicago 44, Illinois

AIRBORNE AGENCY—*Storm Advertising Co., Rochester and St. Louis, which has been operating its own aircraft for 15 years, has acquired a new Cessna 210 to maintain liaison between its two offices and to expedite client services. Here Morry Storm (right), the agency president, who has 25 years of flying experience, is greeted after landing in St. Louis by Gerald P. Deppe, exec vp and general manager of the St. Louis office.*

Benton & Bowles Leaves $400,000 Red Cap Ale

(Continued from Page 3)

with great reluctance and "with full appreciation for all their fine work," has sought B&B's advice about a successor.

But the break pointed up a significant trend in the brewing industry—the decline of ale as a big factor in the over-all picture. B&B's backing out of the account has apparently forced Carling to reconsider its own operations in the ale market, which constitutes only 3% of the total U. S. brewing market. Carling currently ranks second to Ballantine as the largest U. S. producer of ale. The company probably markets about a third of Ballantine's volume.

After having had 75% of the New England market after World War II, for example, ale has dropped to about 25% of the brewers' market there. Carling said today it now intends trying "a new approach with new people."

■ Carling ale is marketed primarily in the East, but there is no distinct marketing pattern. With Ballantine, it is the only nationally-distributed ale, but its distribution at best is spotty. If Red Cap ale dropped out of the advertising scene, it would mean that only Ballantine of the chief producers is advertising ale. Jacob Ruppert no longer advertises its ale. Rheingold, after a brief flurry in support of Scotch Brand ale, does not now advertise it.

If Carling follows the pattern of the rest of the industry, its ale constitutes less than 15% of its total brew product. Last year, the company produced a total of 4,418,000 bbls. of beer (AA, Oct. 10).

Ballantine chalks up 20%-25% of its brewing volume (4,325,000 bbls. in 1959) to ale.

■ Carling Red Cap, an old brand in Canada, came to the U. S. in the early 1940s. Carling is the largest subsidiary of Canadian Breweries Ltd., the world's largest brewing organization. In Canada, Carling's ale has a 30%-40% share of the malt beverage business.

The U. S. company ranked as the nation's fourth largest brewer and the 82nd largest advertiser last year (AA, Aug. 29). The bulk of the company's total ad investment of $9,340,000 last year went into its largest seller, Black Label beer, which got a $7,600,000 boost. Agency for Black Label is Lang, Fisher & Stashower, Cleveland, plus several regional agencies. #

Carter, Galantin Sets Synchronizer for Movie, Slide Films

CHICAGO, Nov. 9—Movie and slide—side by side, automatically, without an extra operator; more "spectacular" merchandising presentations; sales meetings without an increase in cost.

These are made possible by a new electronic device, demonstrated for the business press today by Carter & Galantin Corp., developer and producer of sales displays and training aids.

■ Its Duo-Pic automatically synchronizes sound motion pictures and slide films in presentations combining both techniques, eliminating the need for manual control of the slides, the demonstration showed.

The action is controlled by subaudible tone signals, cut into the sound track of the motion picture film and transmitted through an interlocking cable to the slide film advancing mechanism of a slide projector.

The exclusive interlock device, made for Carter & Galantin Corp. by its parent company, Dorsett Electronic Laboratories, Norman, Okla., will not be sold separately but will be used as a "competitive plus" in the sale of its productions. This extra will not add to a presentation's cost, the company said. #

Hoffman to Preiss & Brown

Edward N. Hoffman, who formerly headed Hoffman-Manning, New York, has joined Preiss & Brown Advertising, New York, as exec vp. Mr. Hoffman filed a personal bankruptcy petition March 25, listing liabilities of $132,500 and no assets. His agency was adjudged bankrupt in June, 1958.

Downyflake Launches Muffins

Downyflake Foods Inc., New York, has introduced frozen muffins in a ready-to-bake disposable aluminum pan, with a newspaper campaign in the New York metropolitan area. Plans are to go national after the first of the year. Smith/Greenland Co. is the agency.

Taft Net Names Lila Lambert

Lila Lambert has been appointed to the new post of promotion and publicity manager of Taft Broadcasting Co. Miss Lambert, who has been associated with WKRC, Cincinnati, since 1952, will also continue as promotion and merchandising manager of WKRC.

Thomas to Riverside Cement

Richard J. Thomas, former advertising and sales promotion manager of Revell Inc., Venice, Cal., has been named to the new post of director of advertising and pr of Riverside Cement Co., Los Angeles.

LIFE announces a four-point program to help advertisers meet today's marketing challenges

More circulation: To meet the demand for expanding markets and exposure—LIFE during 1961 will be growing toward its January, 1962 goal of 7,000,000—will be delivering anywhere from 100,000 to 300,000 copies a week over its present rate base of 6,700,000.

No change in rates: To assure marketers of predictable advertising costs in the year ahead—LIFE guarantees no increase in advertising rates during 1961.

Seven regional editions: To offer the flexibility needed in today's marketing—LIFE will now be able to offer for the first time full advertising facilities in any one of seven regions in the United States or combinations thereof at no sacrifice of speed in distribution.

New product test markets: To provide manufacturers with an effective way to test new products through magazine advertising before coast-to-coast distribution—LIFE will also be able to offer national advertisers a wide choice of test areas, frequently as small as a single city.

These innovations—plus the fact that speedier delivery will enable LIFE to move its cover date from Monday to the preceding Friday, beginning with its issue of January 6th—all serve to underline LIFE's continuing leadership as an advertising medium:

• In the first 9 months of 1960, LIFE's advertising revenue was over 97 million dollars—21½ million dollars more than the next magazine. LIFE is first in advertising revenue for the 18th year in a row.

• For the 13th year in a row, LIFE leads all general magazines in retailer newspaper tie-in linage. Last year alone, LIFE had four times as many tie-in lines as the next two general magazines combined.

LIFE

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker